



immediate future.

Redefining PR

Sony BRAVIA's online PR strategy for the 'paint' advert delivers significant websites visits, blog postings and search engine visibility

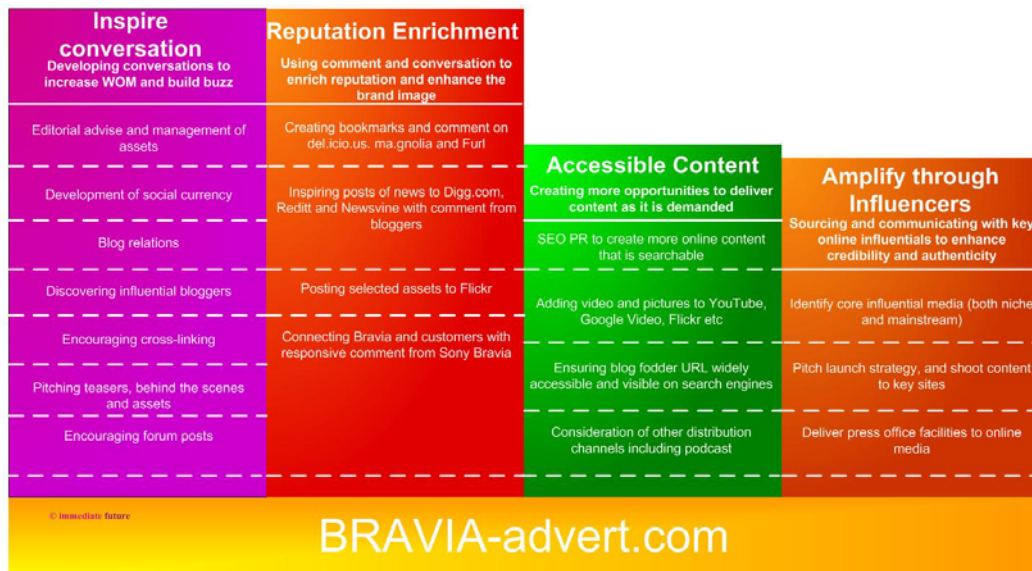
Having already achieved phenomenal online success with the 'balls' advert, Sony BRAVIA focused its attention on online PR for the launch of the commercial's sequel, 'BRAVIA Paint'.

Responding to the warmth and enthusiasm received from the blogosphere for the first advert, Sony BRAVIA appointed immediate future PR to encourage genuine interest and fuel the conversation for the second campaign. The aim was to proactively and positively connect with Sony BRAVIA's digital audience using 'BRAVIA Paint advert' content that could be used by bloggers, influential media and forums alike.

"As a brand it is very flattering to have an audience take so much interest in our advertising. This year we are looking to return the compliment by giving the online audience even more content and access to what is happening during the shoot."

*David Patton
Senior Vice President, Marketing
Communications, Sony Europe*

Balancing brand messages with the cultural and social nuances of social media, immediate future devised an online PR strategy that facilitated and inspired the conversation: rather than invade or interrupt it. Using multiple online channels from video sharing through to influential blogs and websites, online public relations was to make the Sony BRAVIA new paint advert accessible, visible and enrich the offline campaign.



Creating social currency and discussion points for social media

immediate future, working closely with digital agency [Tonic](#), added context to the creative digital assets: creating social currency and an asset release schedule that would pique interest and build momentum up to the launch of the advert on TV.

Tonic developed a 'blog fodder' micro-site, www.bravia-advert.com, to house creative assets from pictures through to the first online launch of the new BRAVIA paint advert. In the initial phase, this micro-site also included a blog editor. Online PR activities focused on motivating inclusion of links to BRAVIA-advert.com to drive traffic to the 'fodder' site - where interested visitors could go on to the Sony website.

Discovering influential bloggers

The campaign started by defining topic clusters that were likely to generate interest from bloggers and social networks. Discovery of influential bloggers, niche sites and forums then allowed immediate future to accurately target interest groups with relevant conversation, content, and creative assets.

Understanding that the blogosphere requires open and transparent communication, immediate future approached influential bloggers to secure agreement to continue conversations: protecting the Sony brand whilst respecting social media etiquette. immediate future also created media and blogger briefings advocating clear guidelines for Sony BRAVIA executive and other agency communicators.

Sneak previews, stunning 'Paint' pictures, interviews with Sony BRAVIA management and an 'On Shoot' visit for three influential bloggers, kicked off the campaign in July. Buzz momentum increased and images from the shoot began to viral onto YouTube, Flickr and other social networks.



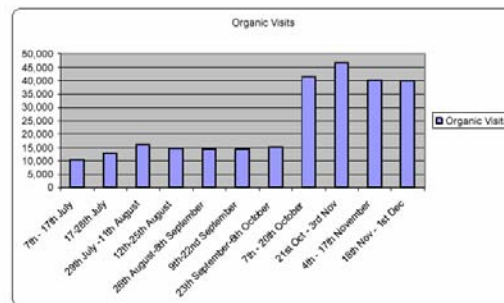
Enhancing content with SEO PR and social collaboration tools

Further enhancing the conversation, a Del.icio.us page, was created to support press release activity and enable bloggers easy access to further information. Blog posts and comments were added to enrich the content. Press releases, optimised for search engines and posted to syndication wires with embedded links, were also pitched to online journalists: ensuring high visibility and searchability for Sony BRAVIA.

Creative assets and blog relations resumed for the launch of the TV commercial on the 17th of October. As the

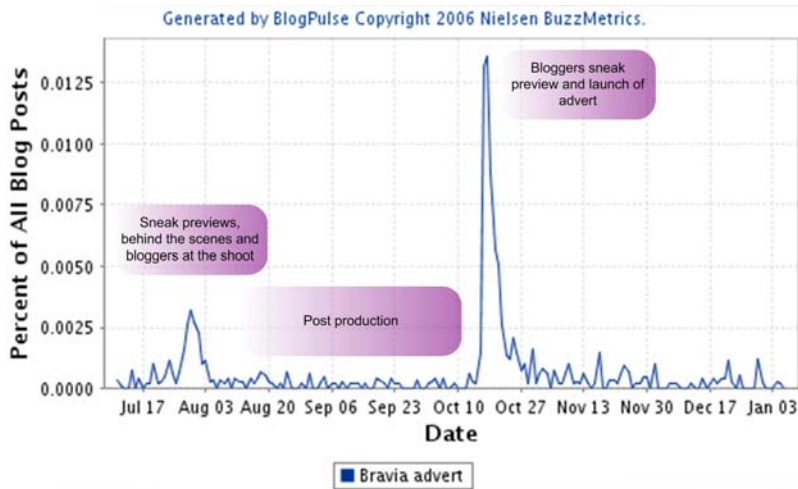
“immediate future captured the essence of the campaign and inspired the online community to discuss and debate the new advert whilst protecting our brand. Their extraordinary online PR strategy not only increased the buzz online, but ensured Sony BRAVIA is incredibly searchable.”

*Ruth Speakman
Corporate Communications, Sony Europe*



BRAVIA paint advert hit UK TV screens, the buzz online intensified with the advert receiving more than 850,000 views on YouTube and gaining almost 100 pictures on Flickr.

Positive blog, forum and social network comments enhance the Sony BRAVIA brand

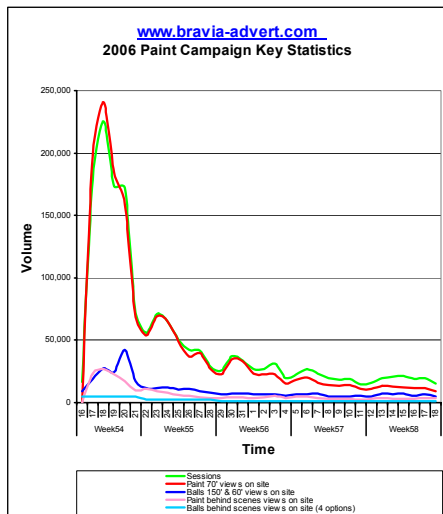


Conversation online also amplified. Key influential advertising bloggers, alongside mainstream media, covered the launch.

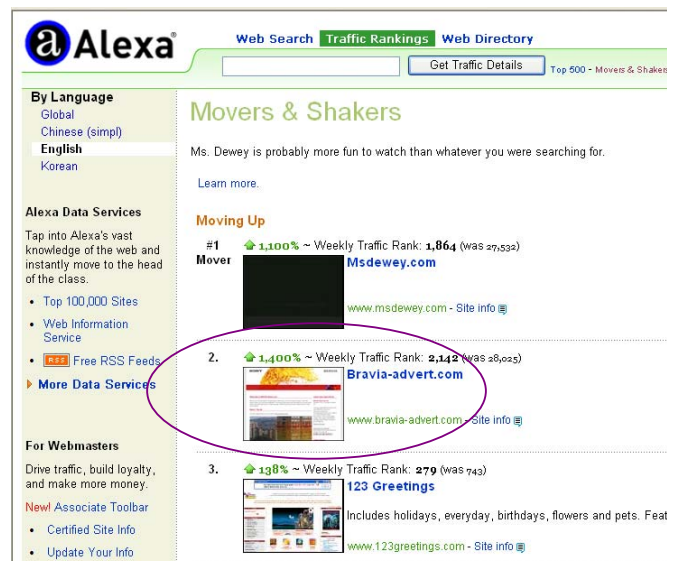
Most significantly, the conversation was positive. Independent research by Analytica revealed positive sentiment for Sony BRAVIA across the internet: suggesting that the new 'paint' advert was well received.

Online PR to drive website visits

Ultimately the aim of online public relations for Sony BRAVIA was to increase visitors to the blog fodder site, www.bravia-advert.com.



During the campaign period, over 1.6 million visits resulted in over one and a half million views of the new Sony BRAVIA Paint commercial. Almost 800,000 visitors downloaded the advert and the site became an Alexa 'Mover and Shaker'.



Search engine visibility heightened because of link building through blogs and SEO PR. On typing 'advert' into Google (over 77% of the UK population use Google as a search engine), www.bravia-advert.com takes second and third place in the natural search listings. There are over 40,000 links to the fodder site and in the last month of the campaign a posting on the social news site Digg, gained hundreds of linked visits and 918 votes.