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Case Study: Sony Interactive Entertainment

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1 Introduction of the Selected Company

Sony Interactive Entertainment (SIE) is a subsidiary of the Sony Group, they develop and oversee the international PlayStation ecosystem, which combines devices, content, and networked services into one integrated platform. It develops and markets consoles and accessories, publishes first-party games through PlayStation Studios and other acquired developers, and manages the PlayStation Network (PSN), which delivers online game play, digital commerce, subscriptions, and community services. Sony's Game & Network Services industry relies heavily on this portfolio to maintain engagement and monetization in various areas (Sony Group Corporation, 2024).

SIE's key products and services can be classified into three categories that are closely related. The current-generation (9th) PlayStation 5 family serves as the basis for hardware, with attachments such as the DualSense and DualSense Edge controllers, as well as the PlayStation VR2 headset. AAA first-party and partner titles act as the foundation for content, defining the platform and encouraging user participation. PSN provides services, most notably digital distribution via the PlayStation Store and paid PlayStation Plus membership, which includes online multiplayer, a monthly rotating game catalogue, cloud functionality, and member benefits (Sony Group Corporation, 2024).

The key product SIE offers is the PlayStation 5 (PS5). Its platform integrates high performance (custom SSD for rapid loading, ray tracing, and 3D audio) with immersive DualSense haptics and adaptive triggers, and then adds value with exclusive game releases, downloadable add-ons, live updates, and compatible accessories such as the PlayStation VR2. This cohesive combination of hardware, software, and services serves as a starting point for console adoption and long-term engagement (Sony Group Corporation, 2024).

PlayStation has a significant and active digital presence across its owned and social media platforms. Owned media include PlayStation.com, the PlayStation Store and mobile companion App, the PlayStation Blog, and "State of Play" broadcasts, which are supplemented by in-console placements and notifications. Furthermore they have a large audience on their social and creator channels on YouTube, Twitch, X, Instagram, and TikTok which boosts discovery, highlights games, and stimulates communities, enabling data-driven planning and measurable interaction that coincide with current social media marketing techniques (Appel et al., 2020).

2 Outbound and Inbound Digital Marketing Strategies for a Key Product or Service

2.1 Outbound: Paid Video Advertisements

Paid video advertising utilises compelling trailers and feature reels to captivate attention, increase recall, and stimulate subsequent behaviors such as searching or purchasing Playstation products. SIE's placements are often displayed on YouTube, social media platforms, and publisher websites, and they are frequently integrated in owned pages as part of a paid mix. For PS5, the same creative assets are amplified through paid placements even when seen on Sony's own domains, in line with the viewpoint that social media video can impact many decision stages and should include paid, owned, and earned touchpoints (Appel et al., 2020).

Sony Interactive Entertainment (SIE) provides a hero trailer and a {Buy now} CTA to the PS5 landing page, making it convenient for users to buy immediately. The whole broadcast and individual trailers are available on State of Play pages, which also include cross-links to games, accessories, and store deals. These videos appear on YouTube as both organic and paid placements, increasing reach and public engagement. Consistent creative across owned, earned, and paid touchpoints strengthens the PS5 ecosystem message.

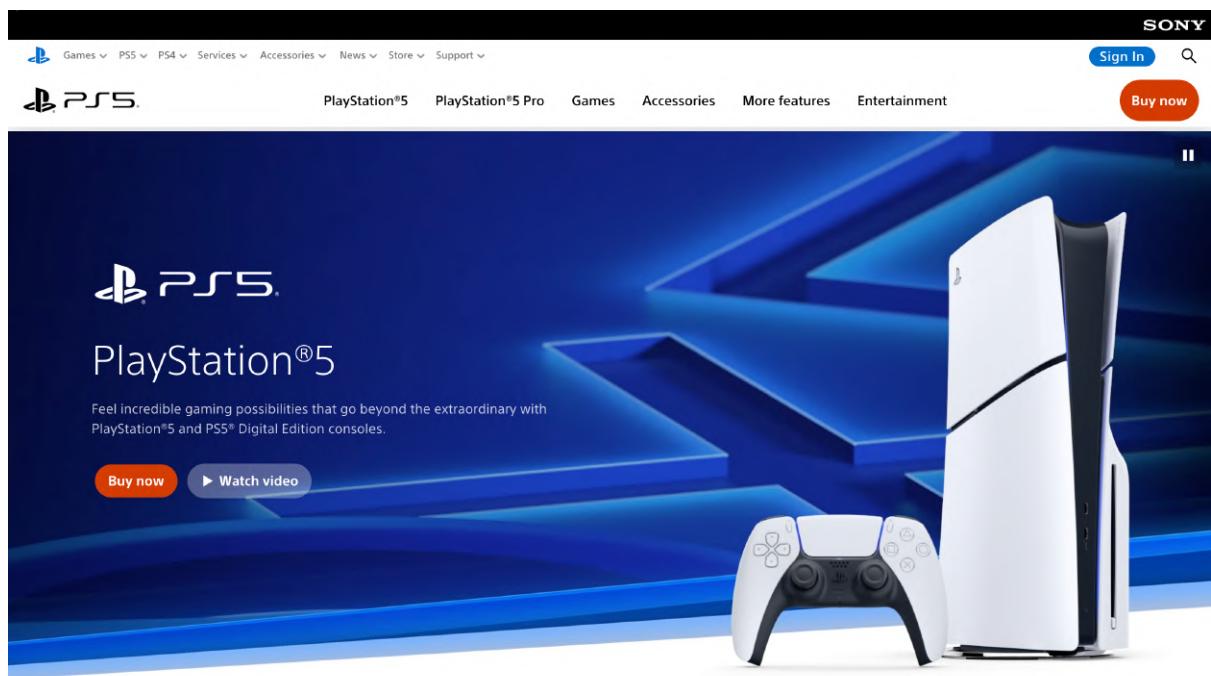


Figure 1. PS5 landing page with hero trailer and “Buy now” CTA.

Source: [PlayStation®5 — Play Has No Limits](#)

Insight: Immediate pairing of emotional storytelling (trailer) and conversion opportunity.

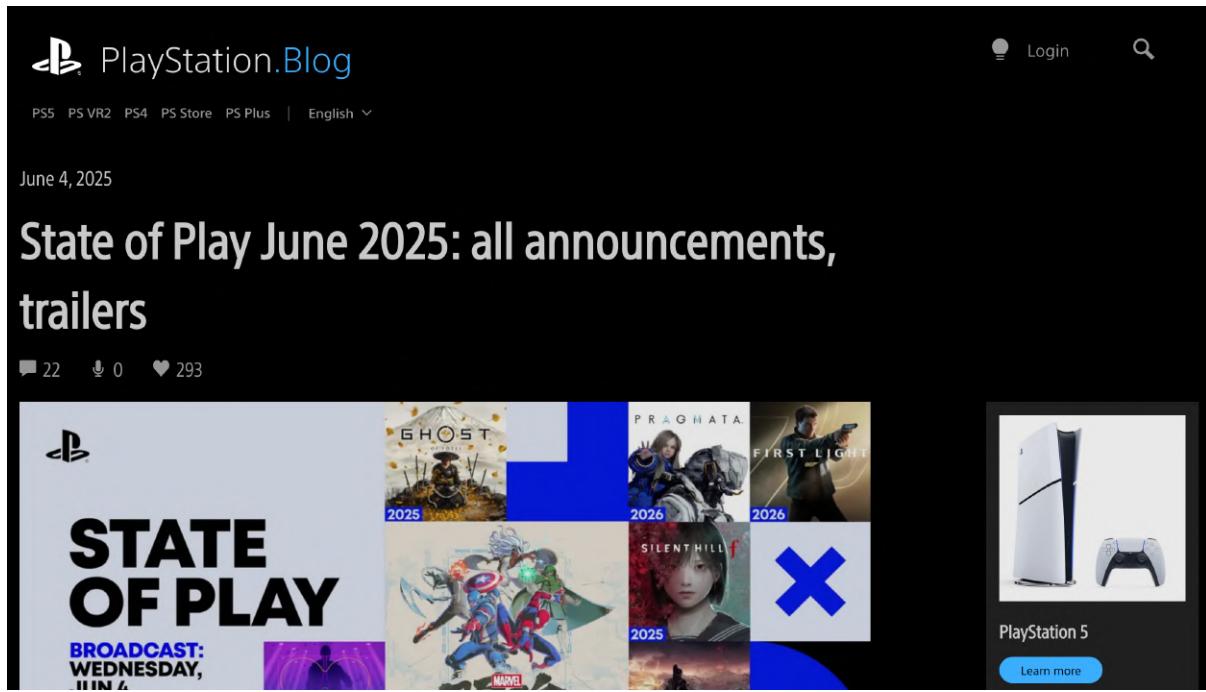


Figure 2. State of Play recap page with trailer grid and links to games/offers.

Source: [PlayStation Blog: State of Play \(June 2025\)](#)

Insight: Aggregated video content encourages extended viewing and cross-selling.

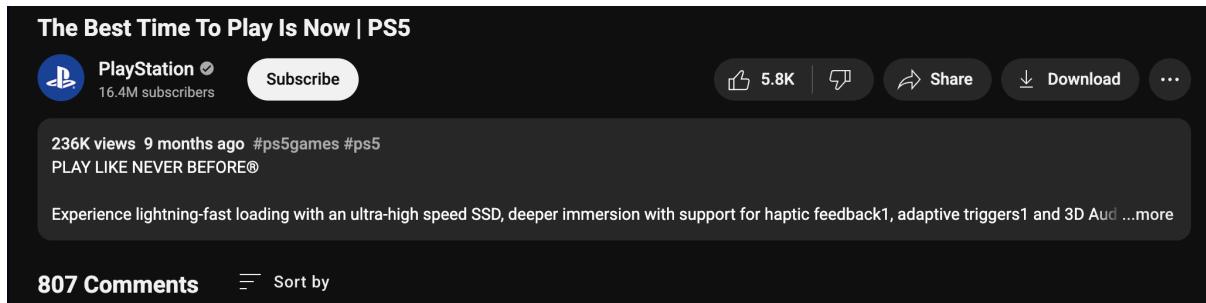


Figure 3. YouTube trailer “The Best Time To Play Is Now — PS5” with public engagement metrics.

Source: [PlayStation YouTube channel](#)

Insight: Views, likes, and comments provide independent indicators of reach and sentiment.

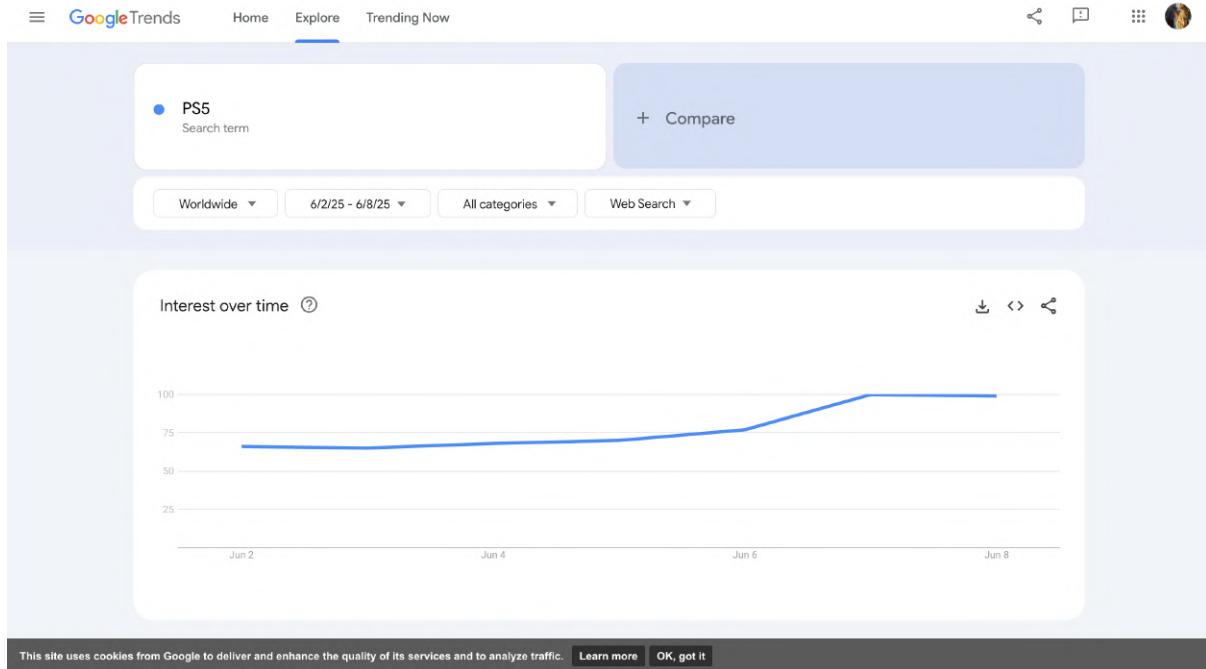


Figure 4. Google Trends search interest for “PS5” (2–8 June 2025).

Source: [Google Trends](#)

Insight: Search interest peaked at **100** immediately after the State of Play event, indicating a direct correlation between trailer releases and heightened information seeking.

PS5 sponsored video advertising combine emotional (cinematic storytelling) and informational (feature highlights) appeals, directing viewers from awareness to consideration in a single engagement. Consistent assets across paid, owned, and earned channels maximize exposure and message reinforcement. This aligns with findings that social video influences many decision stages and works best when integrated throughout the media mix (Appel et al., 2020). While these trailers exist as owned and organic content, their promotion via YouTube Ads and social placements classifies them as outbound paid video advertising. The Google Trends peak of **100** after State of Play demonstrates reach, resonance, and conversion-oriented curiosity.

2.2 Outbound: Influencer Sponsorships

Influencer sponsorships include collaborating with social media influencers who have enormous and active followings to market products through sponsored content. Unlike typical celebrity endorsements, influencer marketing incorporates the promotional message into the influencer's unique style and established relationship with their audience, making the message feel more authentic and relatable. According to Lou and Yuan (2019), the effectiveness of influencer marketing is based on two factors. First the message's value (*informativeness and entertainment*) and secondly the source's credibility (*trustworthiness, attractiveness, similarity, and competence*). These elements form customer trust in branded material, which effects brand awareness and buy intent.

Sony Interactive Entertainment (SIE) applies influencer sponsorships into PS5 campaigns to improve their reach beyond its owned channels. Its official *Social Media Practitioner Guidelines* outline clear requirements for transparency, including the use of #ad or “Includes paid promotion” tags, ensuring regulatory compliance and building trust. For instance, collaborations with high-profile creators such as LISA from BLACKPINK leveraged her international fanbase to introduce the PS5 and exclusive games to new audiences. These campaigns often include short-form videos and posts on TikTok and Instagram, with product mentions, in-action gameplay, or unboxings embedded naturally into the influencer's content style. The result is a blend of entertainment and brand promotion that appeals to both existing and potential customers.

A screenshot of the Sony Interactive Entertainment (SIE) Social Media Influencer Guidelines page. The page has a black header with the SONY logo and navigation links for Games, PS5, PS4, Services, Accessories, News, Store, and Support. On the right side of the header are Sign In and search icons. Below the header, the title "SIE Social Media Influencer Guidelines" is centered. A note below the title states: "You must comply with these Guidelines whenever you post about Sony Interactive Entertainment ("SIE", "We", "Our", "Us") products and services on any social media platform if: We gave you free product(s), event tickets, travel benefits, or any other benefit or if you have an ongoing relationship with Us." There are three sections with bolded subtitles: "Be responsible", "Be transparent", and "Be transparent: You must be transparent about your relationship with Us." Each section contains a bulleted list of requirements. At the bottom of the page, a note says: "The following disclosures are not transparent".

SIE Social Media Influencer Guidelines

You must comply with these Guidelines whenever you post about Sony Interactive Entertainment ("SIE", "We", "Our", "Us") products and services on any social media platform if: We gave you free product(s), event tickets, travel benefits, or any other benefit or if you have an ongoing relationship with Us.

Be responsible: It is your responsibility to make sure your posts comply with the relevant laws, rules and regulations. Know who your advertising regulator(s) is and follow their rules.

Be transparent: You must be transparent about your relationship with Us.

- Disclose any connection with Us prominently and close to your statement about Our products or services.
 - A "connection" includes when We have given you a free product, provided you a free invite to a private event, funded your travel to or provided tickets for an event, paid you anything, covered your expenses etc.
- The disclosure should be placed where viewers are not likely to miss it, such as at the beginning of a post or caption, or as a graphic overlay on a video or image, so that it is visible without a viewer having to click on a link or "see more" prompt.
- In video content (including livestreaming), include your disclosure on the first snap/post and include the appropriate written disclosure and simultaneous voice over at the beginning and end of your video.
- This information must be easy to see and understand and must be included in the body of your post, for example: "Thank you PlayStation for the free game". Include #ad at the beginning or end of the social media post. Also feel free to tag @PlayStation, unless we ask you not to.
- Some platforms may offer or require that you use tools or settings that you can use to automatically identify your posts as paid ads or sponsored content. If using this kind of feature, you should do so only in conjunction with these guidelines and other disclosure best practices. Do not rely on platform tools or settings alone.
- If you have an ongoing relationship with us, state that in the bio of your profile page in addition to including disclosures on your posts.

The following disclosures are not transparent:

Figure 5. SIE Social Media Practitioner Guidelines outlining disclosure requirements.

Source: PlayStation Social Media Practitioner Guidelines

Insight: Demonstrates SIE's structured approach to ensuring transparency and regulatory compliance in influencer collaborations.

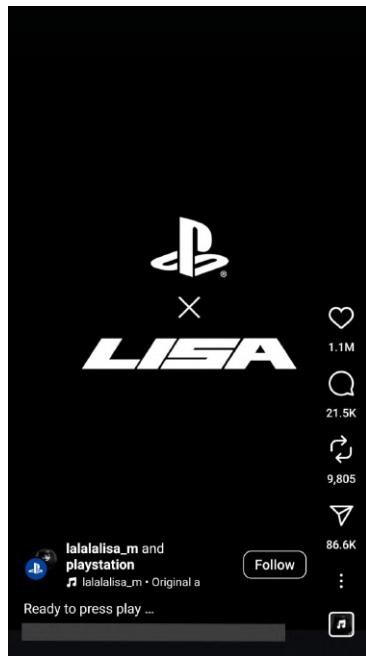


Figure 6. Example of influencer collaboration – PlayStation × LISA TikTok campaign post.

Source: [LISA Official Instagram Account](#)

Insight: 1.1M likes, 21.5K comments, and 86.6K shares at capture, indicating strong engagement and reach across fan and gamer communities.

SIE's influencer sponsorship strategy for PS5 is effective because it merges engaging creative with the credibility of trusted personalities, aligning closely with Lou and Yuan (2019) findings. The PlayStation × LISA campaign, for example, combines visually appealing entertainment with subtle yet clear product integration to maximize both excitement and informative value. According to Lou and Yuan (2019), the influencer's global notoriety, personal branding, and perceived authenticity foster trust and relatability among her followers, which is crucial in converting potential customers from awareness to intent. Public engagement metrics, such as millions of likes, tens of thousands of comments, and public paid promotion disclosures, provide easily accessible and verifiable indicators of reach and resonance. SIE builds consumer confidence by assuring transparency and engaging influencers whose image and audience are consistent with the PlayStation brand, serving as a bridge between initial exposure and purchase consideration.

2.3 Outbound: Event / Esports Sponsorships

Event and esports sponsorships involve brands financially supporting or partnering with competitive gaming events in order to acquire visibility among specific gaming demographics. This technique capitalizes on esports enthusiasts' passion, community, and live involvement, frequently positioning brands at the cultural center of gaming conversation. Brown et al. (2018), esports sponsorships improve brand attitudes by integrating products into the fan experience, leading to increased familiarity and affinity. This type of marketing also takes advantage of multi-channel exposure, with branding appearing on event streams, social media updates, merchandising, and in-venue banners.

Sony Interactive Entertainment (SIE) strengthened its position in competitive gaming culture through their acquisition of the **Evolution Championship Series (Evo)** the world's largest fighting game tournament through a joint venture announced back in March 2021. This move solidified the PlayStation brand directly into the infrastructure of a premier esports property. The Evo platform acts as a high visibility platform to showcase PS5-exclusive titles, accessories, and competitive gameplay features. For example, the **EVO 2024** event achieved millions of hours watched and hundreds of thousands of peak concurrent viewers across key fighting game titles, including *Street Fighter 6* and *Tekken 8*, both supported on PlayStation hardware. This sustained presence reinforces the PS5's association with high-performance competitive play and builds ongoing engagement with a passionate, global community of gamers.

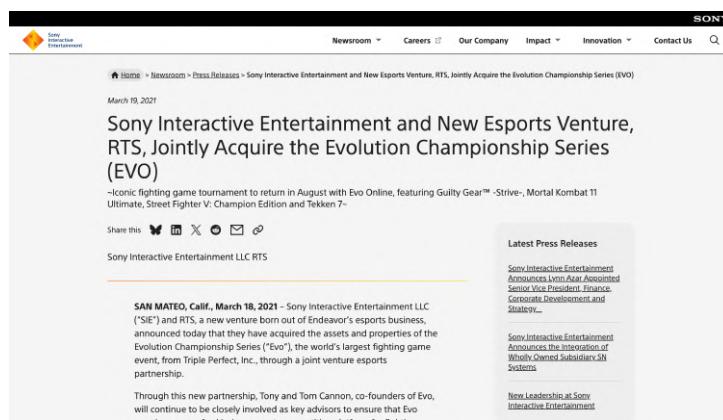


Figure 7. Sony Interactive Entertainment's press release announcing acquisition of Evo.

Source: [Sony Interactive Entertainment Press Release](#)

Insight: Confirms SIE's strategic integration into the esports ecosystem through ownership of a flagship event.

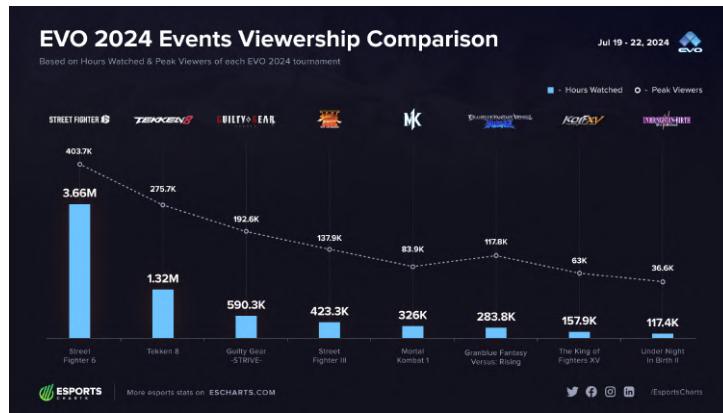


Figure 8. EVO 2024 events viewership comparison.

Source: [Esports Charts](#)

Insight: *Street Fighter 6* alone achieved 3.66M hours watched and over 403.7K peak viewers, illustrating the scale of exposure available for PS5 branding and promotions.

SIE's participation in Evo demonstrates how event sponsorships can assist a company in integrating into the cultural hub of its target demographic. According to Brown et al. (2018), esports fandom is passionate, with fans viewing sponsored brands as true members of the community. By owning and integrating PlayStation branding into Evo, SIE gains recurrent, high-frequency exposure throughout live broadcasts, social content, and community debates. Evo's massive audience (over 3.6 million hours viewed for *Street Fighter 6* alone) keeps the PS5 brand visible to millions of interested fans. This not only validates the brand's competitive gaming credentials, but also builds deeper emotional connections, gradually converting casual viewers into loyal customers.

2.4 Inbound: SEO Content Hubs

SEO content hubs are groups of connected web pages that are intended to target certain search queries and boost organic rankings. They drive organic traffic, keep visitors interested, and lead to conversions. According to Hollebeek and Macky (2019), effective digital content marketing informs and engages customers, with optimised hubs serving as both access points and purchase paths.

Sony Interactive Entertainment (SIE) applies SEO through its **PS5 product page** (see Figure 1), which features keyword-rich headings, structured sections for specifications and FAQs, and optimised media to target high-intent queries like “PS5 features.” The **PlayStation Blog** (see Figure 2) builds on this by publishing *State of Play* recaps with targeted keywords and internal links to product pages, boosting search rankings. This mix of on-page optimisation, new content, and strategic linking helps PlayStation secure top positions for competitive console-related searches.

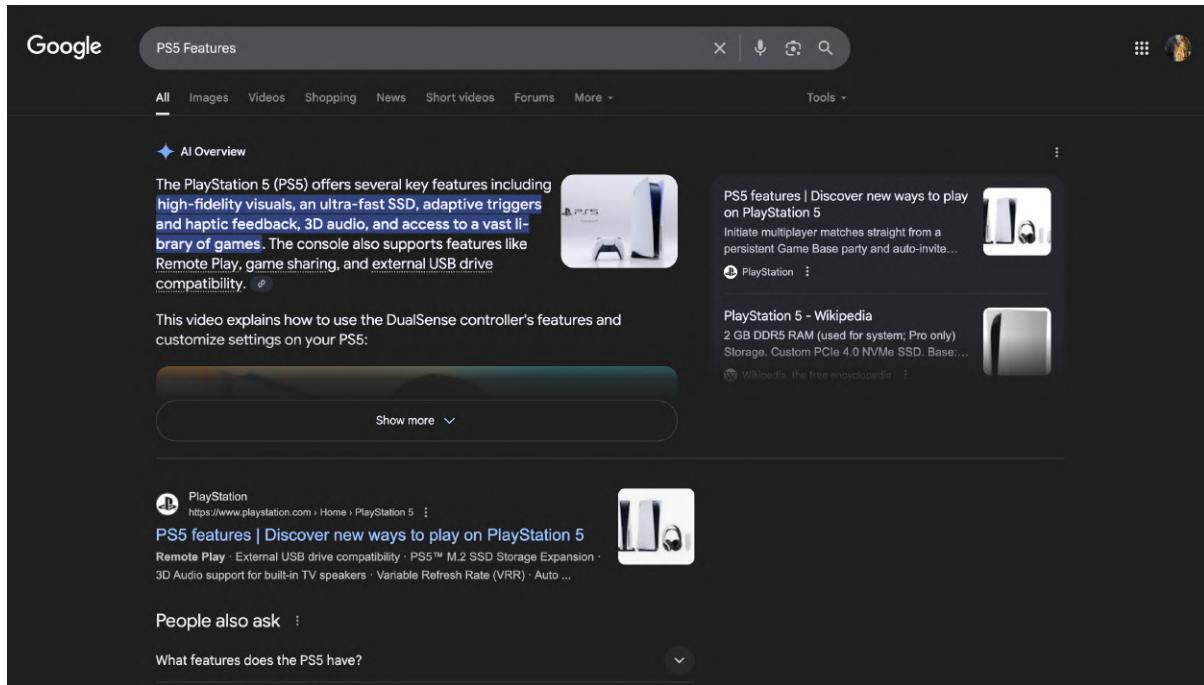


Figure 9. Google SERP for “PS5 features” showing PlayStation in top results.

Source: [Google Search \(captured example\)](#)

Insight: High ranking for a competitive console-related search term indicates effective optimisation for organic discovery.

Ranking highly for significant queries guarantees that potential customers navigated to the official PlayStation pages rather than third-party sources. Hollebeek and Macky (2019) emphasizes that significant, relevant material deepens engagement and trust, boosting the possibility of visitors moving from information-seeking to purchase consideration. For the PS5, this SEO-

driven hub structure combines product details and regular updates to attract both early-stage and ready-to-buy traffic.

2.5 Inbound: Store / App Conversion Surfaces

Store and app conversion surfaces are brand-owned digital environments such as official e-commerce sites or in-app stores—designed to guide visitors through a smooth purchase process. These platforms combine persuasive design, clear calls-to-action (CTAs), and relevant cross-sell prompts to maximise conversion rates. Lemon and Verhoef (2016) emphasise that managing the customer journey from awareness through to checkout is crucial to increasing both immediate sales and long-term loyalty.

Sony Interactive Entertainment (SIE) uses **PlayStation Direct** for hardware sales and the **PlayStation Store** for digital purchases. On PlayStation Direct (see Figure 10), users can select from multiple PS5 models, add products directly to the cart, and complete checkout when signed in. The PlayStation Store deals hub (see Figure 11) showcases seasonal promotions, hero banners, and curated categories, making it easy for users to discover games, DLCs, and subscription offers. Both surfaces are designed to reduce friction and present cross-sell opportunities such as DualSense controllers, Pulse headsets, and PlayStation Plus memberships.

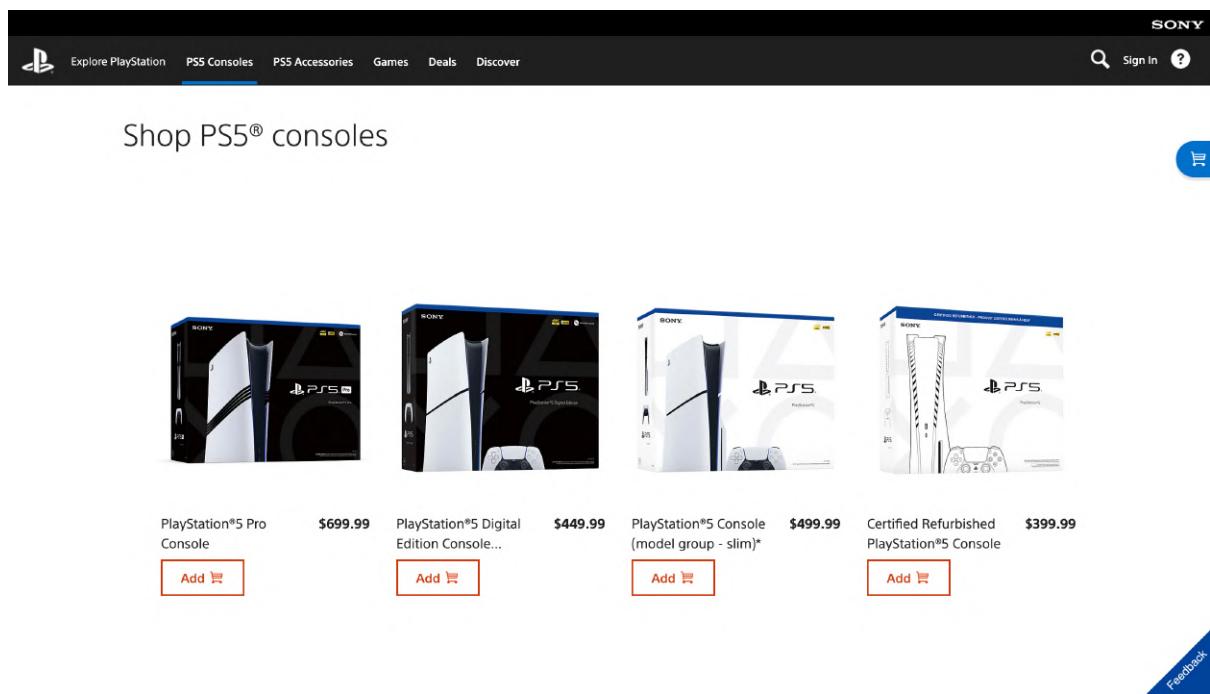


Figure 10. PlayStation Direct PS5 console selection page.

Source: [PlayStation Direct](#)

Insight: Direct add-to-cart functionality streamlines purchasing for signed-in users.

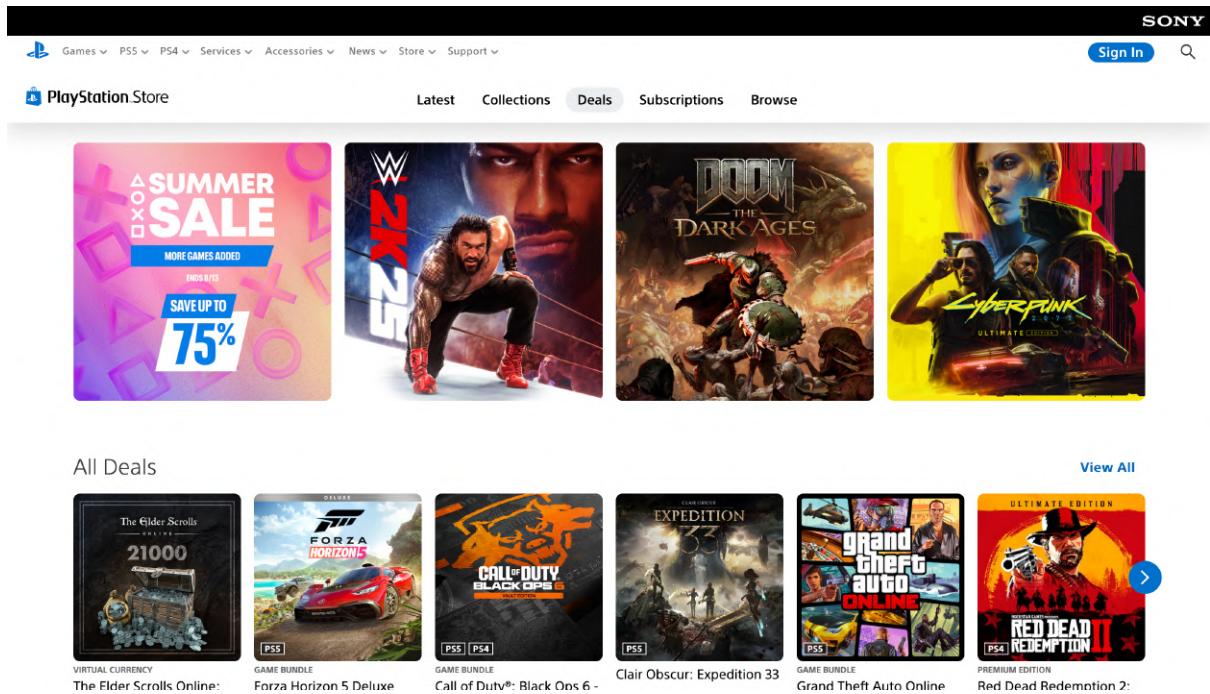


Figure 11. PlayStation Store “Deals” hub.

Source: [PlayStation Store](#)

Insight: Seasonal sales and category navigation encourage product discovery.

The **PlayStation Direct** site’s ability to add to cart and check out straight reduces obstacles to purchase and follows e-commerce best practices. However, the experience is different when pressing the *Buy Now* button on the PS5 landing site (see Figure 1). In that flow, users are sent to authorized merchants in their location, where they must locate the listing, add it to the retailer’s cart, and complete the checkout process elsewhere. While store referrals broaden purchasing options, the extra stages can add friction to the simplified PlayStation Direct flow. According to Lemon and Verhoef (2016), decreasing steps in the journey is essential to sustaining conversion rates.

2.6 Inbound: Organic Social & Community

Organic social media is the unpaid posts, updates, and interactions that brands share on their own channels to engage with audiences and maintain brand visibility (Tafesse & Wien, 2018). For Sony Interactive Entertainment (SIE), the PlayStation YouTube and TikTok accounts serve as constant interaction hubs, ensuring that the PS5 remains visible in user feeds. These channels are utilised to present new game trailers, product highlights, and themed content playlists, which help keep customers interested throughout the purchase journey.

PlayStation's TikTok channel (see Figure 12) has 5.2M followers, 23.2M likes, and curated playlists such as "PS5." A recent horror lineup post (see Figure 13) generated 11.6K likes, 412 comments, and 1,616 shares within three days, showing strong engagement with themed content. On YouTube (see Figure 14), PlayStation maintains a regular upload schedule for trailers, gameplay demos, and launch announcements, many of which link back to the PlayStation website or store pages.

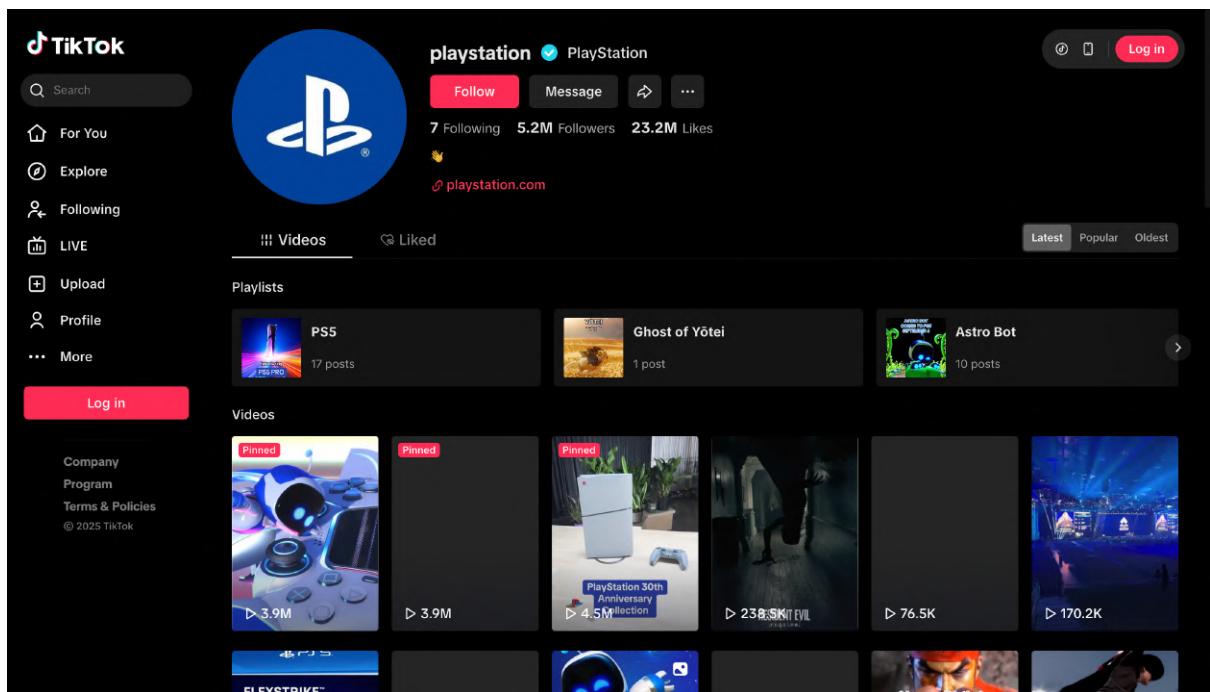


Figure 12. PlayStation TikTok profile.

Source: [PlayStation TikTok](#)

Insight: Large follower base and curated playlists position TikTok as a key discovery channel.

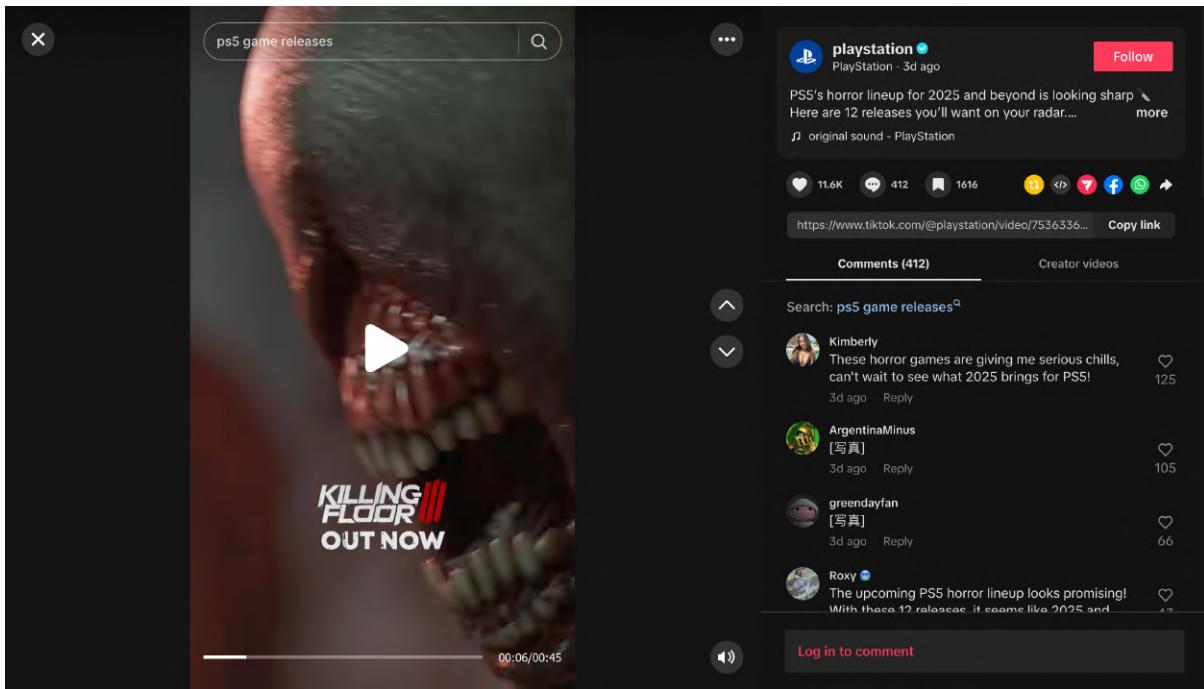


Figure 13. PlayStation TikTok horror lineup post.

Source: [PlayStation TikTok](#)

Insight: Rapid engagement within three days highlights strong audience interest in themed content.

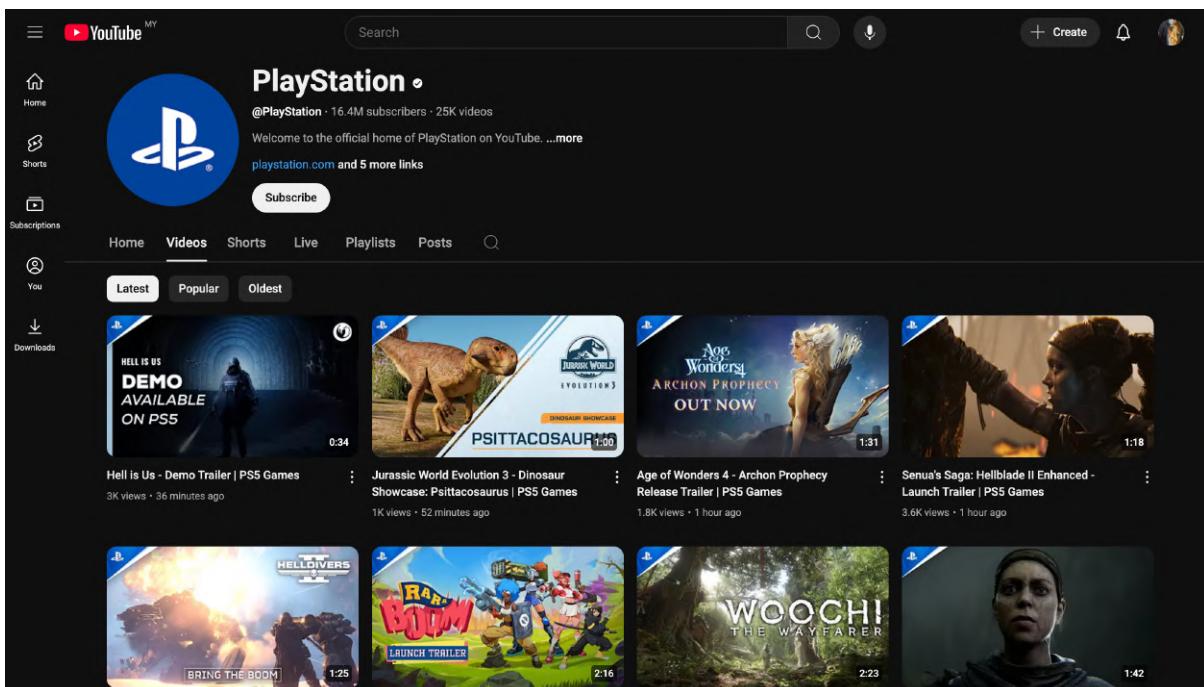


Figure 14. PlayStation YouTube channel page.

Source: [PlayStation YouTube](#)

Insight: Consistent publishing cadence across game trailers and announcements sustains brand

presence.

Likes, comments, shares, and video views are public metrics that can be used to evaluate engagement. Posts highlighting upcoming titles (e.g., the horror lineup in Figure 13) result in significant increases in audience participation and community conversation. PlayStation reaches diverse audience segments by keeping an active presence on both TikTok and YouTube, through short-form trend-driven TikTok users and long-form, detail-oriented YouTube users. This is in line with Tafesse and Wien (2018), which identifies consistent content delivery, audience interaction, and multi-channel synergy as drivers of sustained engagement.

3 Digital Audience Analysis and Insights

3.1 Key Audience Segments and Bases

Segmentation is a key principle in marketing analytics, enabling businesses to personalize messages and offers to specific demographics while optimising channel and budget allocation (Wedel & Kannan, 2016). In data-rich scenarios like PlayStation's digital ecosystem, four traditional segmentation bases demographics, psychographics, behavior, and geography provide a solid basis for understanding the PS5 audience and building marketing strategies appropriately.

3.1.1 Demographic Segmentation

Internal web analytics for July 2025 indicate that the majority of visitors to *playstation.com* fall within the 18–34 age range, followed by the 35–44 group (see Figure 15). Gender distribution skews towards male users, although female engagement is still significant and reflects the growing diversity of the gaming community (see Figure 16).

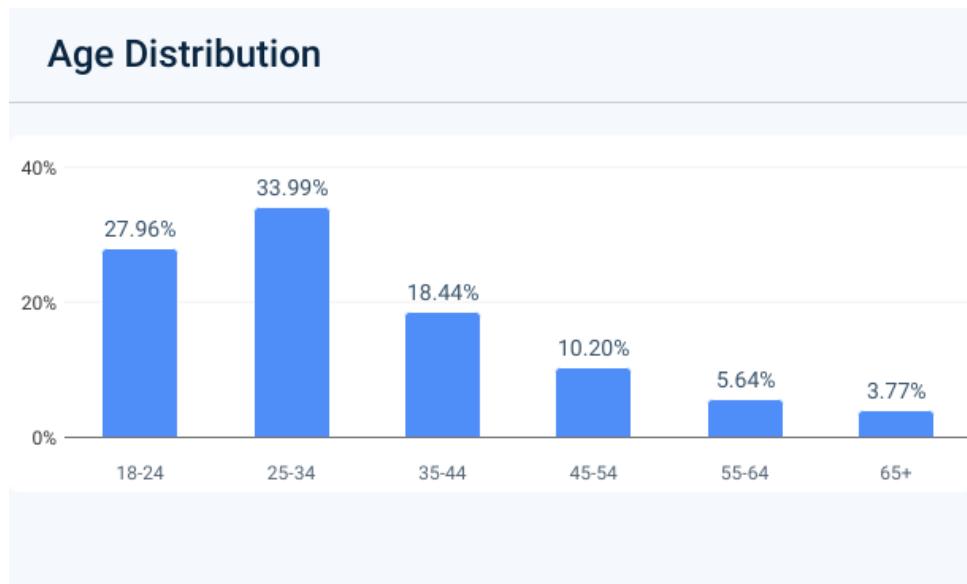


Figure 15. Age distribution of *playstation.com* visitors, July 2025.

Source: Similarweb, July 2025

Gender Distribution

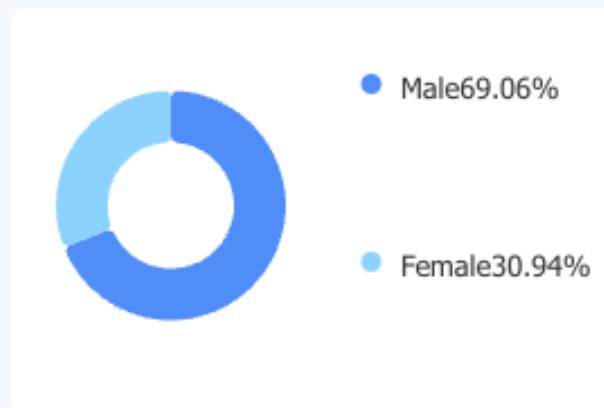


Figure 16. Gender distribution of *playstation.com* visitors, July 2025.

Source: Similiarweb, July 2025

These trends correspond to two real PS5 customer clusters, self-purchasing gamers, who are often younger and are more engaged with new releases and system upgrades, and families, who frequently buy PS5 bundles for shared use during seasonal sales or gift-giving times. According to Wedel and Kannan (2016), understanding the size and demographic makeup of these groups provides a foundation for allocating marketing spend efficiently by focusing on younger audiences during flagship game launches and family segments during holiday or back-to-school sales windows.

3.1.2 Psychographic Segmentation

Psychographic segmentation provides insight into why audiences engage with the PS5. Four key motivation groups emerge:

1. **Performance enthusiasts:** prioritise technical excellence, responding to features such as ray tracing, high frame rates, and rapid SSD load speeds; titles like *Gran Turismo 7* exemplify this appeal with 4K HDR visuals and precision racing performance.
2. **Story-driven players:** drawn to immersive, narrative-rich experiences, as seen in *God of War Ragnarök*, which leverages PlayStation Studios' prestige and cinematic storytelling.

3. **Social and competitive players:** seek community interaction through multiplayer gaming, esports, and creator-led events; for example, *Apex Legends* tournaments encourage both competitive play and community building.
4. **Tech adopters and VR-curious players:** motivated by innovation and immersive hardware, such as *Horizon Call of the Mountain* for PS VR2, which showcases next-generation VR capabilities.

As Matz et al. (2017) demonstrates, aligning marketing messages with these psychological drivers significantly enhances persuasion and engagement, making psychographic targeting an evidence-based strategic choice rather than an intuitive guess.

3.1.3 Behavioural and Geographic Segmentation

Behavioural and geographic segmentation refine the picture even further. Sony can produce ads that appeal to existing habits by using behavioral indicators such as PS Plus subscription tier, digital versus physical purchase preferences, preferred game genres, and participation in live-service events. For example, high interaction with live-ops titles might be used to advertise seasonal content or DLC updates. Geographic insights influence localisation tactics, such as language choices, cultural references, and compliance with market-specific retail calendars. In particular, North America's Black Friday deals, Europe's summer discounts, and Japan's Golden Week promotions all offer unique high-impact marketing opportunities. According to Lemon and Verhoef (2016), connecting behavioural and geographic information to customer journey phases allows timely, relevant communications that guide customers from awareness to purchase and lastly retention.

3.2 Audience Analysis Methods

Sony Interactive Entertainment (SIE) can build a rounded understanding of the PS5 audience by combining social listening, digital platform analytics, and competitor benchmarking. Each method offers a different lens around what audiences say, what they do, and how their brand performs in the broader market.

3.2.1 Social Listening and Sentiment Analysis

Social listening and sentiment analysis monitor online conversations to identify audience interests, reactions, and concerns in real time. This can involve scanning official channels such as the PlayStation Blog, as well as community spaces like Reddit's *r/playstation* (see Figure 17). These platforms reveal how players respond to announcements, product updates, and game releases.

Marketing research outlines a four-stage process for social media analytics: data discovery, collection, preparation, and analysis, and notes common challenges including sample bias,

spam, and data quality issues (Stieglitz et al., 2018). This means SIE must interpret findings cautiously, using them to spot trends and guide further investigation rather than treating them as fully representative.

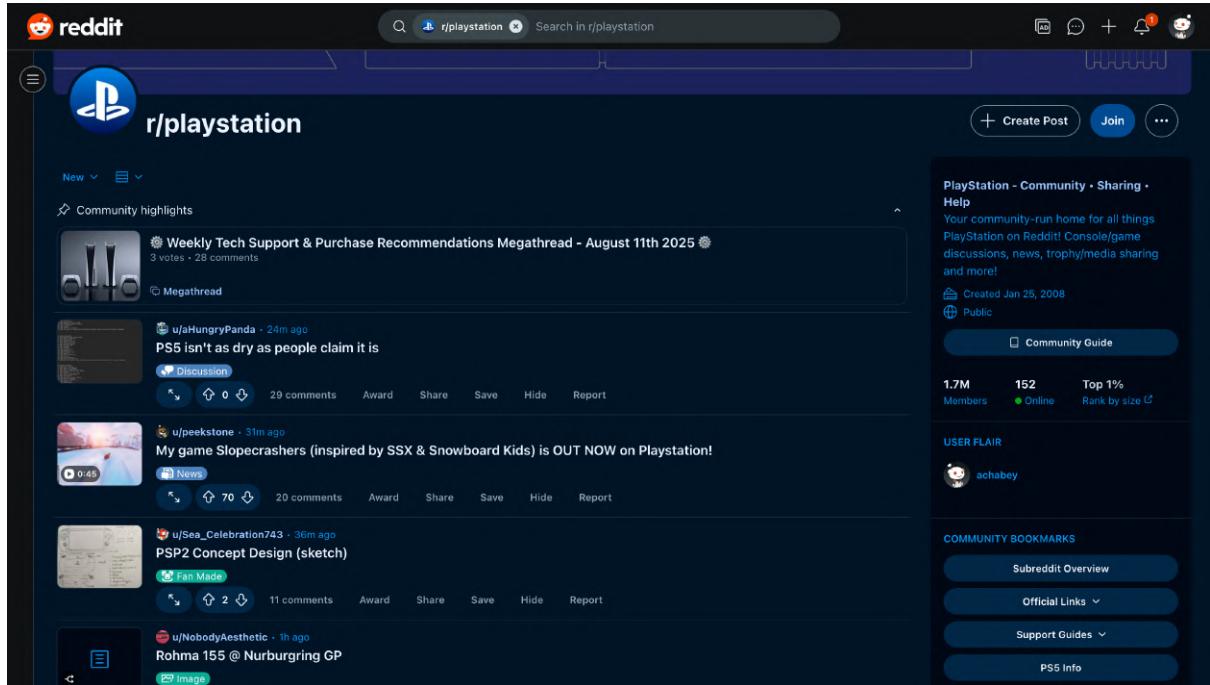


Figure 17. Example Reddit discussion thread about recent PS5 announcements.

Source: [Reddit r/playstation](#)

Insight: Provides qualitative context on audience sentiment and discussion themes following announcements.

3.2.2 Digital Platform Analytics

Digital platform analytics provide behavioural data on how consumers interact with PlayStation's owned digital properties, including the PlayStation Store, PlayStation Direct, and the PlayStation Network (PSN) (see ??). Using tools such as Google Analytics, integrated telemetry, and third-party trackers, SIE can measure search activity, product page visits, add-to-cart rates, purchase completions, and in-game engagement.

Marketing analytics literature emphasises that combining behavioural measures with transactional data offers a more accurate understanding of customer journeys, enabling accurate targeting and personalised offers (Wedel & Kannan, 2016). For instance, active multiplayer users might be shown early access offers for competitive titles, while those with abandoned carts could receive timely discount prompts.

3.2.3 Competitor Benchmarking

Competitor benchmarking situates PS5 performance in relation to other consoles such as Xbox Series X/S. Comparing search interest, engagement levels, and content strategies identifies both market strengths and competitive gaps. Tools like Google Trends provide a public view of brand awareness, showing how search activity changes during major announcements or events (see Figure 18).

Research in digital marketing stresses that integrating external measures with internal behavioural and attitudinal data strengthens insight validity and reduces decision-making bias (**Dwivedi2021DigitalMarketing**).

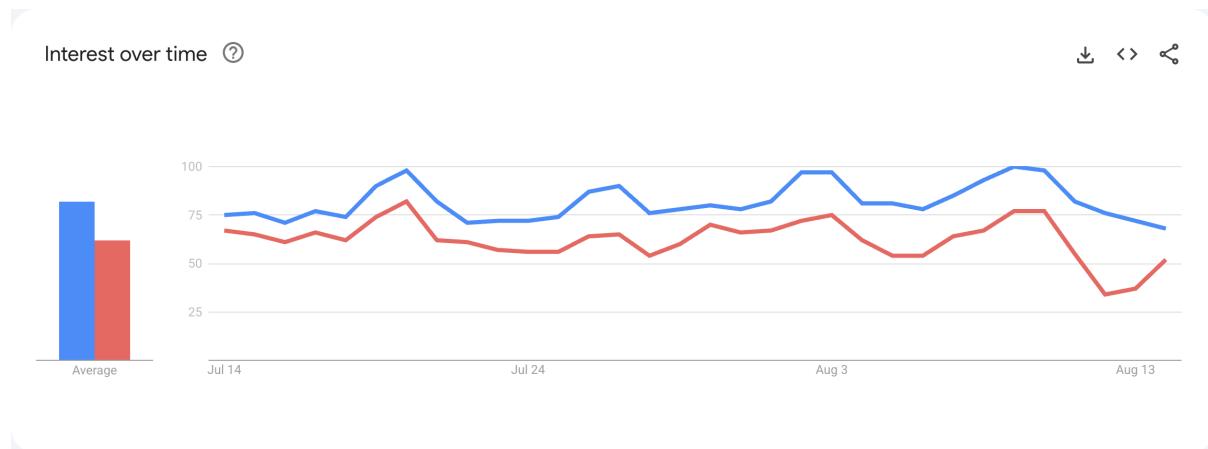


Figure 18. Google Trends comparison for “PS5” and “Xbox Series X/S” July 14th - August 14th.

Source: [Google Trends](#)

Insight: Highlights relative peaks in search interest, providing competitive context for brand performance.

3.2.4 Integrated Insight Application

When used together, these methods provide SIE with a robust evidence base. Social listening captures audience voice, platform analytics reveal audience behaviour, and benchmarking adds market context. This integration supports more targeted messaging, optimised channel selection, and content strategies that are both data-driven and competitively aware.

3.3 Integration of Audience Insights

Integrating these three elements, message-segment fit, channel-journey alignment, and consistent cadence enables us to convert raw audience analytics into targeted, relevant, and competitive marketing strategies for all PS5 customer segments.

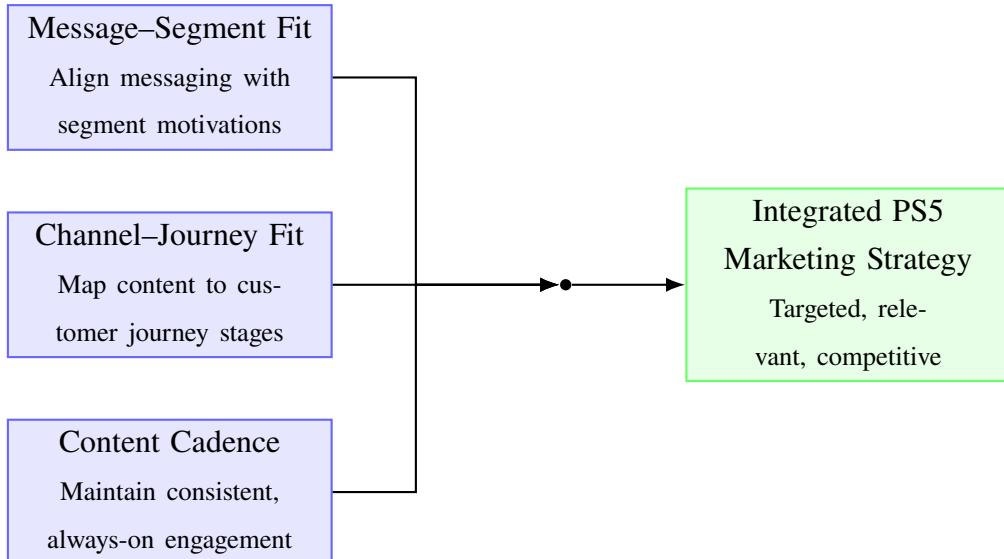


Figure 19. Three insight application elements converging into an integrated PS5 marketing strategy.

Insight: Shows how targeted messaging, appropriate channel use, and consistent content cadence combine into a unified, high-impact marketing strategy.

3.3.1 Message-Segment Fit

Message-segment fit adapts what is said to what is most important for each audience group. Performance fanatics value technical superiority, therefore messages highlight SSD speed, ray tracing, and DualSense haptics. Cinematic trailers and narrative-rich previews evoke responses from gamers who are interested in stories. Social and competitive players enjoy multiplayer benefits, esports events, and creator collaborations. Consumers who are interested in VR can benefit from PS VR2 game previews and hands-on demos. Aligning messaging with audience motives increases persuasive impact and purchase intent (Matz et al., 2017).

3.3.2 Channel-Journey Fit

Channel-journey fit applies these insights to the whole customer journey. TikTok, Instagram, and YouTube are examples of large-scale platforms that can help generate awareness. Long-form material, such as State of Play broadcasts, Twitch streams, and YouTube deep dives, boosts interest and consideration. SEO-optimised product and blog pages help with information search. Conversion and retention are boosted by the PlayStation Store, mobile app notifications, and in-console prompts timed to release or offer. Mapping content to journey stages ensures that each touchpoint provides a clear purpose (Lemon & Verhoef, 2016).

3.3.3 Content Cadence

Content cadence keeps audiences engaged between major launches. An always-on schedule, including developer diaries, feature updates, user-generated content spotlights, and seasonal

campaigns, maintains brand presence and trust. Constant and sustained digital content marketing strengthens engagement and perceived value, making high-profile campaigns more effective when they launch (Hollebeek & Macky, 2019).

4 Digital Marketing Funnel Analysis

Sony's PlayStation 5 marketing illustrates how a global entertainment brand aligns digital tactics to each stage of the customer journey, maximising both short-term sales and long-term engagement. Following Lemon and Verhoef (2016), the funnel stages, Awareness, Interest, Consideration, Conversion, and Retention, are interconnected touchpoints, each building on the previous to guide consumers from discovery to loyalty.

4.1 Awareness: Making PS5 visible to the widest relevant audience

Sony generates substantial visibility through cinematic trailers, high-impact product reveals, and event tie-ins such as *State of Play*. The *Ghost of Yōtei* limited-edition console reveal is a prime example as its visually striking art and product shots were pushed across the PlayStation Blog and Store, creating a strong shareable hook (see Figure 20). Timed with event hype, such launches typically coincide with spikes in search interest for “PS5,” signalling strong reach and brand recall.

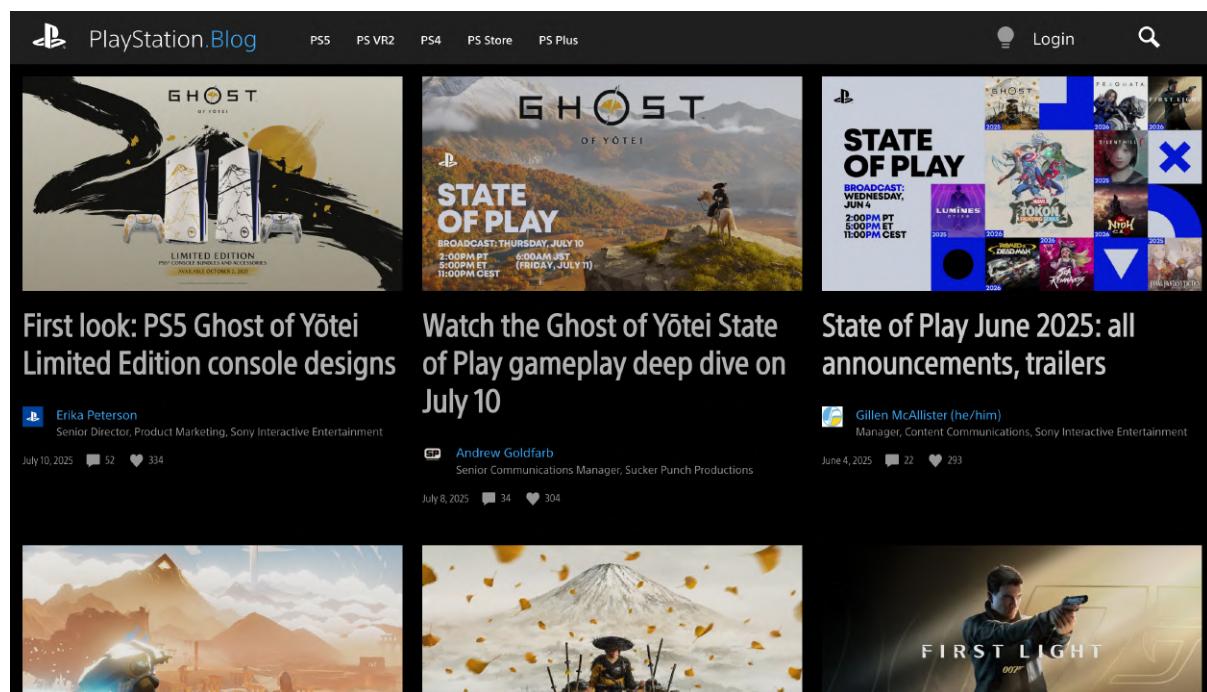


Figure 20. Ghost of Yōtei Limited Edition Console reveal on PlayStation Blog (captured 14 Aug 2025).

Source: [PlayStation Blog](#)

Insight: Event-timed reveals create shareable hooks that lift brand search interest and reach.

4.2 Interest: Deepening curiosity through product storytelling

The PS5 hub page includes benefit-driven sections like "Stunning Games," "Lightning Speed," and "Breathtaking Immersion" to describe not only what the console does, but why its important (see Figure 21). Embedded imagery from flagship titles supports performance claims, while direct access to specific games and features keep the user interested for longer duration.

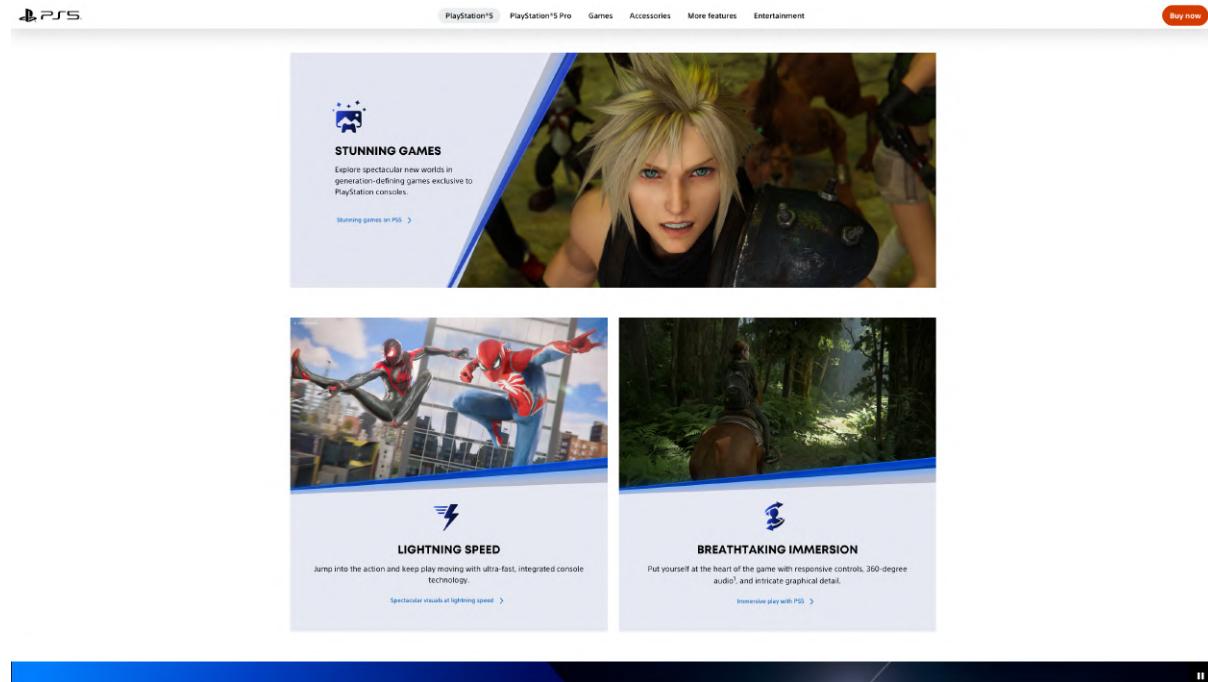


Figure 21. PS5 product hub feature highlights (captured 14 Aug 2025).

Source: playstation.com/ps5

Insight: Benefit-led copy bridges emotional excitement with rational understanding to set up consideration.

4.3 Consideration: Comparing options and showcasing value

Interest converts into serious intent when customers can clearly see their choices and evaluate value propositions. Sony's console line-up website (see Figure 10) shows editions and pricing side-by-side, allowing users to easily compare features and costs. Special editions, such as *Ghost of Yōtei* (see Figure 22), prioritize exclusivity and aesthetic appeal over basic hardware value. This transparent presentation eliminates decision-making friction and offers PS5 as a versatile option for budget-conscious customers, collectors, and performance enthusiasts.

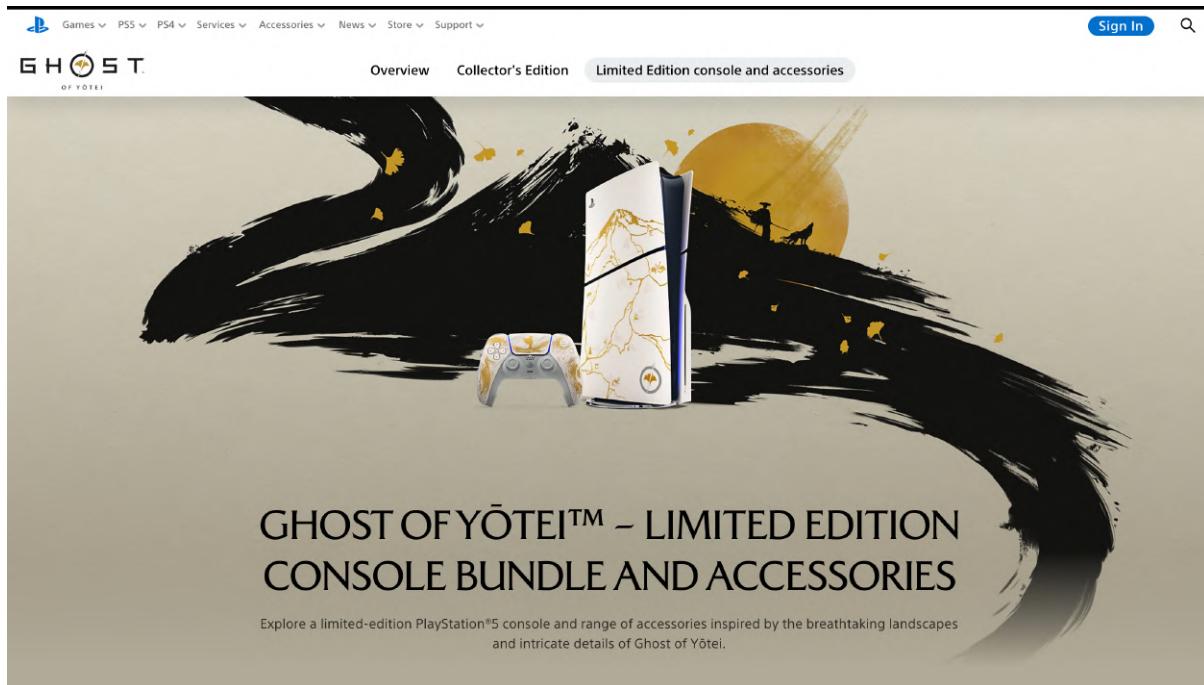


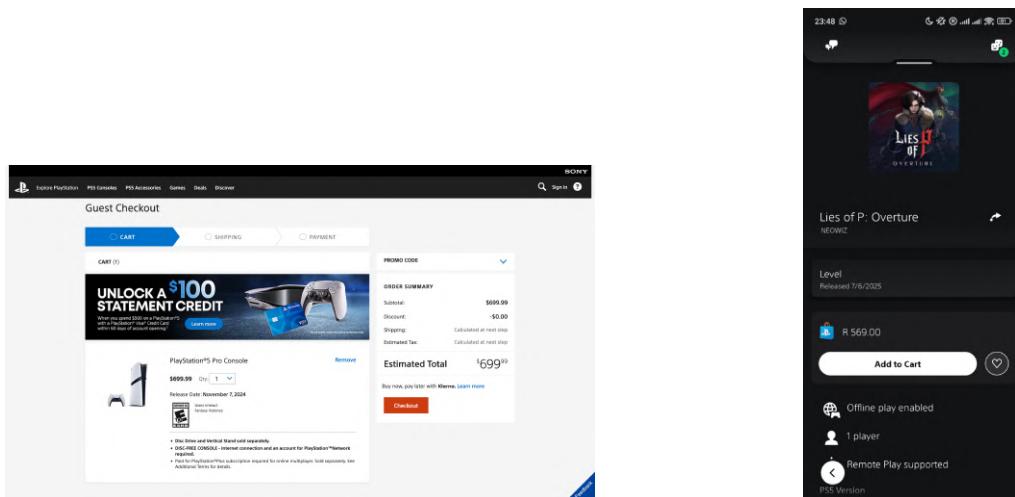
Figure 22. *Ghost of Yōtei* limited edition bundle page (captured 14 Aug 2025).

Source: playstation.com

Insight: Highlighting exclusivity and design adds emotional value to the purchase decision.

4.4 Conversion: Turning intent into purchase

The focus now is removing barriers and prompting immediate action from customers. On PlayStation Direct, the checkout flow is streamlined into three clear steps, Cart, Shipping, Payment, with high-visibility CTAs, a \$100 statement credit offer, and financing through Klarna. The PlayStation App extends this to mobile, enabling instant one-tap purchases when a decision is made (see Figure 23).



(a) PS5 Pro checkout screen on PlayStation Direct.

(b) Game purchase flow via PlayStation App.

Figure 23. Conversion surfaces: streamlined web checkout and instant mobile purchase (captured 14 Aug 2025).

Source: [PlayStation Direct](#) — PlayStation App

Insight: Web and app flows reduce friction at the moment of intent, increasing completed purchases.

4.5 Retention: Sustaining engagement and lifetime value

Sony stays relevant to the customer after the sale by releasing new content on a regular basis, offering membership incentives, and encouraging cross-selling. PlayStation Plus monthly updates provide a rotating selection of titles, promoting continued play and renewals (see Figure 24). Seasonal DLC, live-ops events, and accessories improve brand loyalty and lifetime value beyond the first sale (Hollebeek & Macky, 2019).



Figure 24. PlayStation Plus game catalogue update banner (captured 14 Aug 2025).

Source: [Official PlayStation® Instagram](#)

Insight: Regular content and membership value sustain engagement between major launches.

Overall flow: Broad awareness drives curiosity, rich storytelling builds preference, transparent comparisons reduce hesitation, frictionless checkout converts intent, and a steady stream of post-purchase value fosters loyalty. The stages reinforce each other to create a loop where engaged customers return for new games, hardware, and experiences.

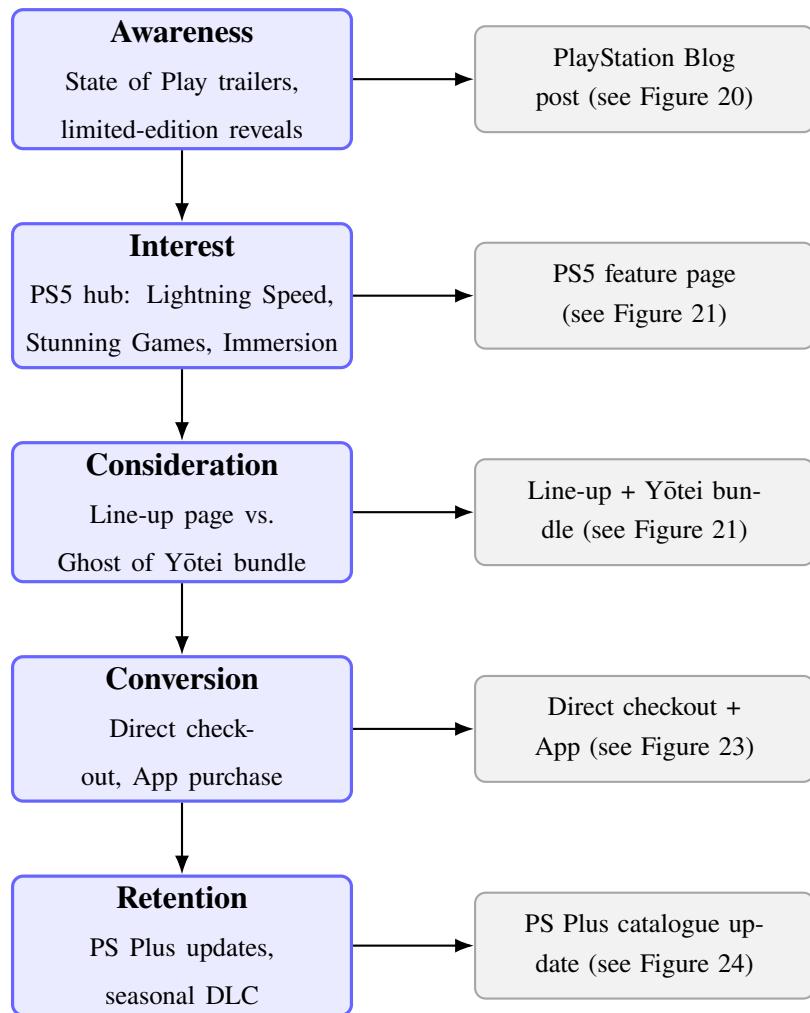


Figure 25. PS5 funnel stages mapped to primary digital surfaces cited in this analysis.

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