

# Sony Board

**SONY**® entertains

**SONY** like no other

**IDEA**  
Sony's revamped its "cold" image by talking to youth in their favourite hangout, the cinema. It communicated when they were seeking entertainment.

**EXECUTION**  
A 36-page Sony mini-mag was attached to branded popcorn boxes, showcasing the latest products in all areas. It was a market media first, reaching cinemagoers at both English and Hindi films.

**RESULTS**  
Independent tracking studies show an immediate uplift with improvements in areas such as "young brand", "modern" and "friendly". Friendly brand up by 23%, young brand up by 7% and modern/trendy brand up by 32%. A host of international brands asked to advertise in the magazine.