

## Sony Electronics Launches One Sony "BE MOVED" Marketing Campaign

Written by Australian Business

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SAN DIEGO, Jan. 13, 2014 /PRNewswire/ -- A steadfast passion for artistry and commitment to engineering has always been at the core of Sony Electronics, thereby achieving Sony's goal in delivering "WOW" and moving people emotionally. It's with this longstanding history of merging art and engineering into its products and services that Sony Electronics today unveils an integrated brand campaign, called One Sony "BE MOVED."

The campaign highlights Sony's "One Sony" corporate philosophy and includes elements from all sister companies, spanning Electronics, Sony Computer Entertainment, Sony Pictures Entertainment, Sony Music and Sony Mobile. Across the broadcast and digital executions, the campaign features a number of stories from interviews with Sony engineers and highlights the innovative products as proof of Sony's contribution to challenge the status quo.

"Technology is an extension of how we live our lives and the One Sony 'Be Moved' campaign tells individual stories of artists and engineers coming together to create experiences that make you feel more," said Michael Fasulo, president and COO of Sony Electronics.

The debut creative for the campaign includes a 90-second broadcast spot, called "Join Together," that takes viewers through some of Sony Electronics' greatest achievements. Directed by Stacy Wall and filmed on location in Los Angeles, New York and Tokyo, this broadcast spot features acclaimed director

Spike Lee

(filming with Sony's F55 4K professional camera), Academy Award-nominated actress

Quvenzhané Wallis (starring in Sony Pictures' "Annie"), actor

Grizz Chapman

("30 Rock") and Columbia Music artist DJ Cassidy.

The spot premiered January 12<sup>th</sup> during the 71<sup>st</sup> annual Golden Globe Awards. The campaign will continue with high-impact, culturally-connected entertainment properties, including the 56<sup>th</sup>

annual Grammy Awards, entertainment and social website takeovers and a robust television schedule. Deep integrations with key online and social partners such as Twitter, Gawker and BuzzFeed were added to drive the story and extend the conversation about the brand. In total the campaign is expected to reach over 1.5 billion advertising impressions.

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The campaign will be supported by a robust online destination. The "BE MOVED" brand experience site (Sony.com/BEMOVED) allows users to interact with rich Sony product stories, and provides a look inside some of Sony's fan-favorite products. Each experience is contained in discrete vertical sections that elegantly snap into place as the users scroll down through the content. Additionally, tech and navigational elements subtly float into place, with relation to the background, creating an immersive and vibrant experience.

Several digital executions supporting the One Sony "BE MOVED" campaign will also be launching in the coming weeks.

All the creative elements for the "BE MOVED" brand campaign reinforce Sony Electronics' unique position as more than a technology company. Sony is a group of engineers, musicians, directors, actors and artists together working as one to make the impossible, possible.

The creative campaign was developed in partnership with independent advertising agency Wieden+Kennedy, based in Portland, Oregon, and global media agency Universal McCann, providing the media planning and buying services.

For more information, visit [www.sony.com/BEMOVED](http://www.sony.com/BEMOVED).

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