



Sony: Creating a brand experience

SONY



Objective

To drive awareness of the new Sony Xperia Z1 Compact and improve brand experience.

Strategy

Weve Media First: Using Weve's mobile display platform, powered by verified, anonymised first party data, consumers aged 18-24 with iPhones were targeted with a Sony mobile banner promoting the Xperia Z1 Compact.

Campaign Results



+64% uplift in brand awareness



44% took or intended to take action



+39% uplift in purchase intent

