

# YAHOO!

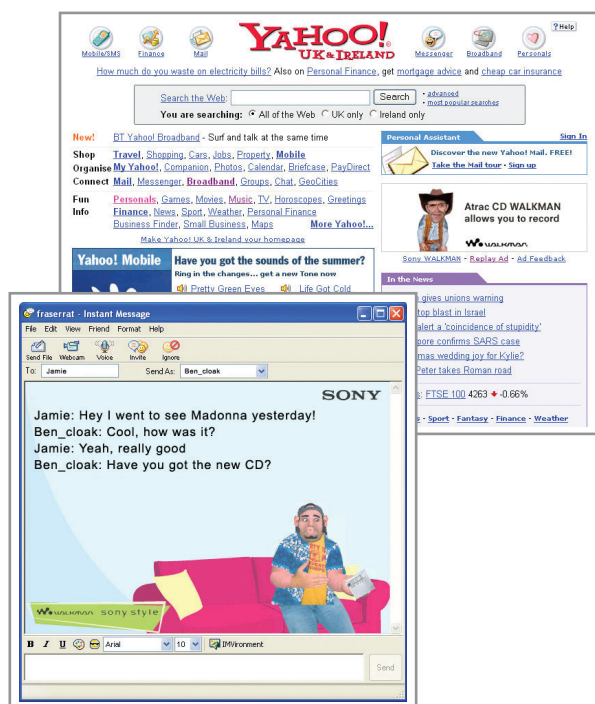


## Sony gets people talking on Yahoo!

Yahoo! responded to Sony's aim to interact with a young, music minded audience by creating a bespoke Yahoo! Instant Messenger IMVironment for Sony Walkman. This highly viral application was embraced by nearly half a million Yahoo! users.

### Campaign Objectives

- To promote the latest Sony minidisc and CD Walkman products amongst a core audience of 24-45 year olds with a strong interest in listening to music, particularly whilst online
- To encourage interaction with the brand



### Campaign Solutions

- To build a custom Yahoo! Messenger background (IMVironment) for Sony Walkman which becomes animated as the user types to their friends, reinforcing the Sony Walkman brand
- To showcase the campaign with a one day Yahoo! Front Page event to exclusively promote Sony Walkman
- To employ the high reach, well frequented Yahoo! Mail to develop regular, targeted communication with Yahoo! users who have an interest in music

### Campaign Results

- The campaign successfully reached the target audience of 24-45 year olds (57% of sample, with 81% aged 15-45)
- 41% of all respondents who were exposed to the creative download music at least once a month
- 80% of those reached by the campaign are 'interested in the latest technology'
- Over 465,000 Yahoo! users downloaded the Sony Walkman IMVironment in a single calendar month

### Campaign Summary

- The campaign successfully delivered the target age group and music interest demographics
- The Sony Walkman IMVironment on Yahoo! Messenger proved to be a very popular application, engaging users with Walkman creative

Source: Dynamic Logic

Chris Humphrey,  
Director of Digital Channels, OMD International



Through targeted media placements and the use of Yahoo! Messenger, we have successfully reached Walkman's key demographic to deliver improved online awareness scores and thus have satisfied our principle campaign objective.

