

Press Release

Walkman™ phone experience reaches new audiences thanks to Sony Ericsson's communications agencies

The iconic Walkman™ phone sub-brand is now more accessible than ever before and to highlight this to consumers, four of Sony Ericsson's communication agencies have developed a launch campaign, which starts today

London, UK – 15th July, 2009 – Sony Ericsson's new **W205** Walkman™ phone delivers a great music experience with its Walkman™ player, FM radio and TrackID™ music recognition. The **W205** also enables users to easily share the handset and content with family and friends – its multiple phonebook feature lets up to four users create personalised contact lists that are kept separate, and the Bluetooth™ functionality offers image and video sharing.

Sony Ericsson challenged its agencies to create a consumer campaign which focuses on the idea that the **W205** is “My First Walkman™ phone”, as it is an affordable mobile phone that is accessible to everyone, offering the quality expected from the Walkman™ brand.

McCann Erickson led the campaign, supported by Burson-Marsteller, iris and Mediaedge:cia, and they developed the theme ‘My personal music revolution’ to effectively show how everyone is able to enjoy the full Walkman™ experience and get the most from the handset's music features.

Carolina Ortiz, Global marketing communications manager at Sony Ericsson, comments: “The **W205** is for those who love portable music but have never had the Walkman™ phone experience. As the most affordable Walkman™ handset to date, more young people can now revolutionise their music experience by taking their music with them everywhere.”

To communicate the benefits of the **W205**, consumers will be reached through multiple media channels, including:

Print and billboard advertising

McCann Erickson developed a campaign to celebrate the **W205** at an accessible price, with all the features consumers need to fully enjoy every moment. “Welcome to your own personal music revolution” was created to engage a youth target audience group and the advertisements have vibrant visuals of a multiplied person dancing and enjoying their music. The ads can be seen as single and double page spreads, as well as out-of-home advertising and



some special format materials that emphasise the overall campaign concept.

Public Relations

Burson-Marsteller created a strategic global PR campaign with various consumer tactics and materials that all local markets could use to outreach to relevant media. Globally generated PR materials, including press releases, Q&As and toolkits, were developed, along with product factsheets, a social media news release and a product tutorial with the international Hed Kandi DJ, Sam Cannon.



Retail and Digital activation – Working with the ‘music revolution’ idea and strategy, iris created an immersive BTL in-store campaign that not only covers the core consumer journey but also builds on the revolution concept when it comes to activation. iris also developed a website allowing users to create their own music revolution. Visitors simply have to pick one of the rooms that are displayed on the website and play their music through a microphone on their computer. They will then either see the crowd in the room revolutionised, with enthusiastic cheering, or else throwing tomatoes at the screen, a direct effect of whether or not they like the sound of the music.

Media planning and buying – To initiate buzz and conversations around this new Sony Ericsson campaign, Mediaedge:cia’s strategic media outreach programme combines a mix of online, strategically placed outdoor and print advertising to drive consumers to make a purchase.

The new W205 Walkman™ phone

Love your music revolution with the following features:

- Enjoy your music with the high quality Walkman™ experience
- FM radio – catch up with the latest news and views
- TrackID™ – name that tune at a press of a button
- 1.3 megapixel camera – take great shots and share the fun instantly
- Video recording – capture your favourite moments on film
- Bluetooth™ – share your favourite songs, pictures and video clips, or connect to a wireless headset
- Multiple phonebook – keep your contacts in order and share your mobile phone with your family

The **W205** Walkman™ phone supports GSM/GPRS/900/1800 and **W205a** supports GSM/GPRS 850/1900. **W205** Walkman™ phone is available in the colour Ambient Black.

– ENDS –

Legal

- 1) Facts and features may vary depending on local variant.
- 2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

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Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com.

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