



Sony Campaign 2021

B Y K E M Y ' S A G E N C Y

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01 VISION

02 CUSTOMER ANALYSIS

03 PLAN 1

04 PLAN 2



/01 Vision



Purpose

Fill the world with emotion,
through the power of creativity and technology.

Technology + Emotion = The theme

Camera & AR

The closest people

Objectives



**Attract new customers
(esp. young customers) to check in**



**Increase engagement with
window shoppers**



Promote Sony **offline store &
Increase membership
registration**



/02

Customer Analysis

Overview:

- 1. Weekend peak hour is 15:30 — — 16:30
- 2. Use the items on the table as shooting subject



3. Preference of different customer type



Single — — professional lens & SLR camera
Take their own cameras with them/Mostly middle-aged man
/Shutterbug/Consult the clerk



Couple — — phone & ILDC camera
Young/Take selfies at will/Short stay



Friends — — gadget & phone
Young/Take photos at will/Freely try it out

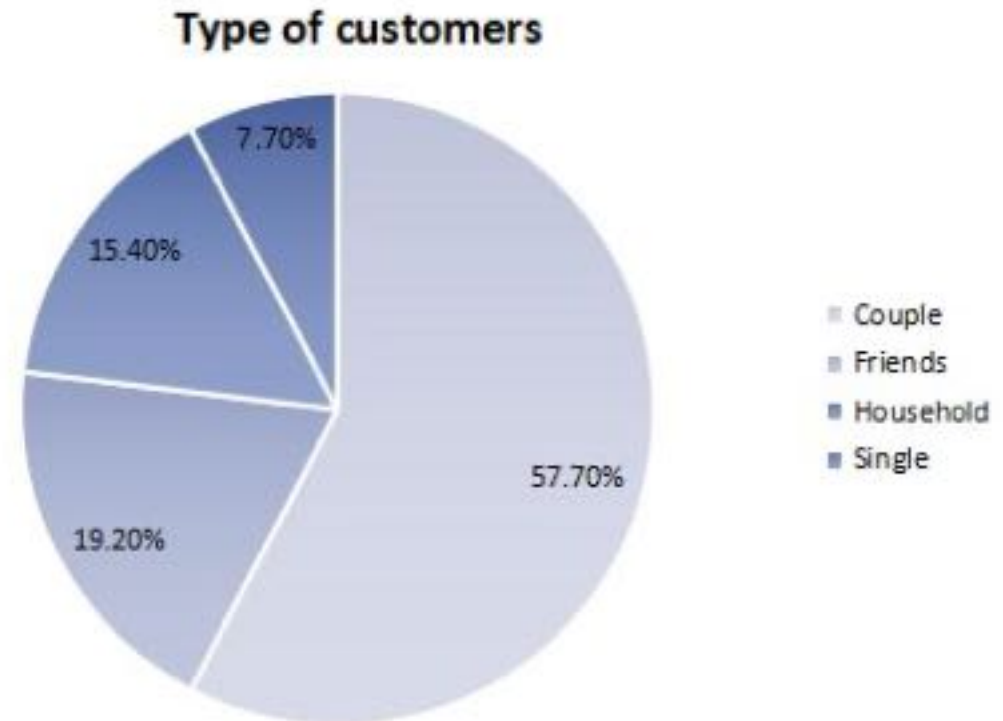


Household — — Television & VCR
Adults with their parents/Parents with their kids/
Sit on the couch/Long discussion



Example: A population intensive period 16:30— —16:45

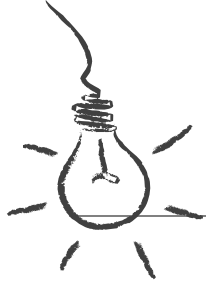
A total of 105 customers came in.
The majority of customers are couples.
This group was so large that there are seven couples walked in store within one minute(at peak hour).





/03

PLAN 1



Introduction & Purpose

“SONY, 讓愛定格” campaign mainly aims to attract more customers and improve membership rate by letting customers really **use** and **experience** SONY products to take photos.



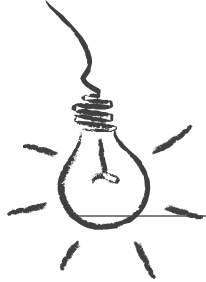
Photo Contest



With a theme of
“LOVE” “KANDO”



“SONY, 讓愛定
格” as key message



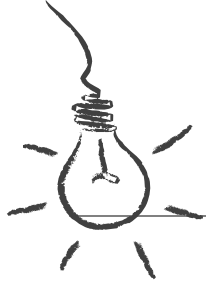
TIME & LOCATION

TIME

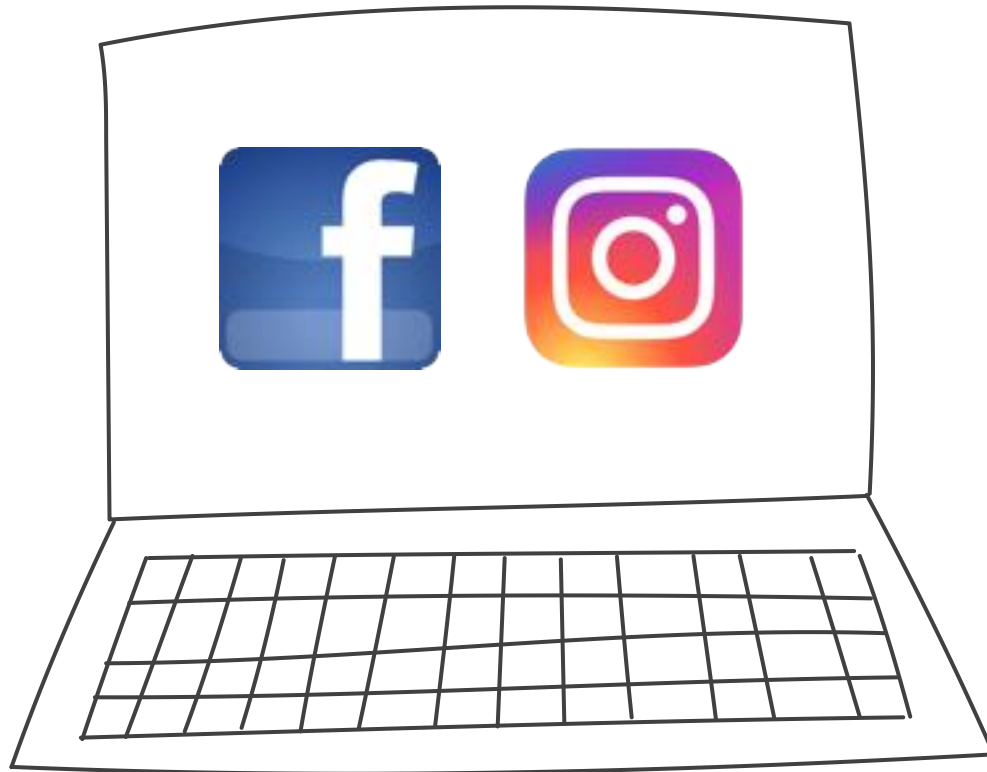
- ❖ Quarterly
- ❖ 2pm - 6pm every weekend through Jan, 2021 to Dec, 2021.

LOCATION

- ❖ K11 MUSEA Mall, SONY store. (香港九龍尖沙咀梳士巴利道18號K11 MUSEA 3樓301A號舖.)
- ❖ Outside corner next to the entrance of SONY store.



Display Forms



Online

- ❖ We will use online platforms, Facebook and Instagram, to carry out the work of pre publicity and lanch an online campaign.

Offline

- ❖ We will use the warm style of display stand and posters to attract more window shoppers to participate the activity.

Display Forms - Online

Pre Publicity:



Online Voting:



Display Forms - Offline

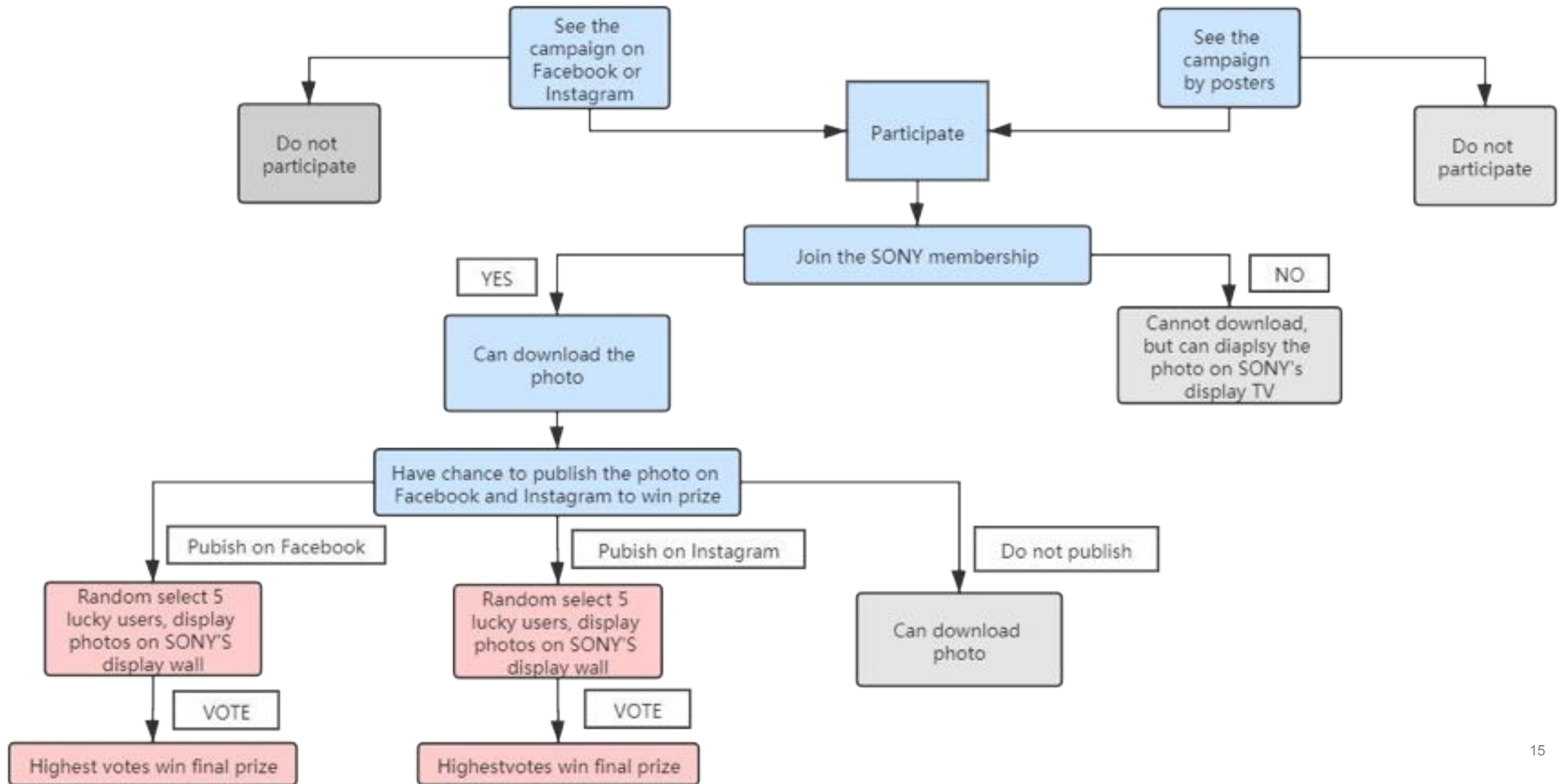
- Poster



- Display Stand



The Flow Chart



Incentive Instructions

/01

Reward results will be released:

- The end of the day of each quarter.
- Through Facebook and Instagram.

/02

Ten lucky people have chance display their photos on SONY's display wall:

- Randomly select From Facebook and Instagram (Five each).
- Through the tweet with #SONY, 讓愛定格 and @SONY.

/03

Two Lucky people can win the final prize:

- The highest "Likes" from the five selected photos on each platform.

KPI — PLAN 1

KPI Assessment Table for Campaign 1 - "SONY, 讓愛定格"

Item	Subdivision index	Weight	Scoring method	Assessment objective (percentage system)	Index score
Attract New Young Customers (50%)	Online - Engagement growth rate	5%	Engagement = Total clicks of the likes, shares, and comments of a tweet. Engagement growth rate = Growth of engagement / Previous engagement * 100%	5%	
	Customer flow growth rate	10%	Customer flow = Number of people passing through the store in one day Customer flow growth rate = Growth of Customer flow / Previous Customer flow * 100%	10%	
	Entering growth rate	15%	Entering rate = Number of people entering the store / Customer flow * 100% Entering growth rate = Growth of entering rate / Previous entering rate * 100%	15%	
	Experience growth rate	20%	Experience rate = Number of people experiencing products / Number of people entering the store * 100% Experiencing growth rate = Growth of Experiencing rate / Previous Experiencing rate * 100%	20%	
Improve Membership Registration Rate (50%)	Membership registration growth rate	50%	Membership registration growth rate = Growth of Membership registration / Previous Membership registration * 100%	6%	

The background features a gradient from dark grey on the left to light grey on the right. Overlaid on this are several glowing, 3D-style geometric shapes, primarily hexagons and pentagons, that create a sense of depth and perspective. The text is centered in the lower half of the image.

/04 PLAN 2

Introduction

"Theme Day"

- ✓ Once a month
- ✓ IP that has cooperation with Sony
- ✓ Decorate the store with this theme
- ✓ AR Imaging Navigation

Registering **Sony members**



Scanning the **Sony logo**



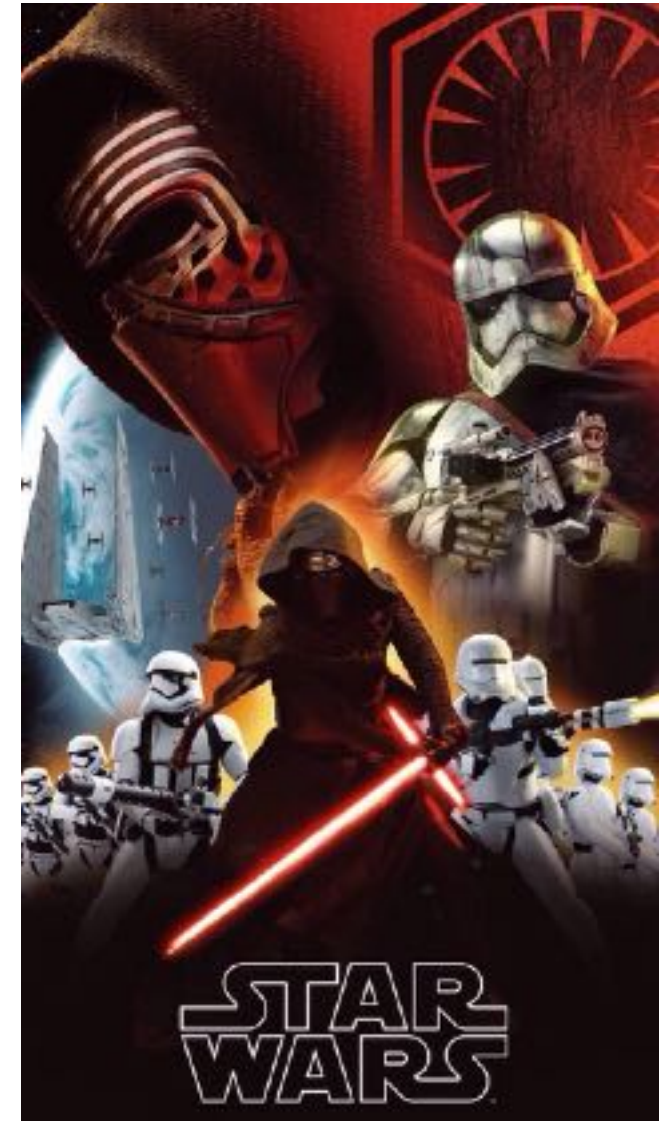
Win **prizes**



Inviting friends to register



Increase chance of winning prizes



Take Star Wars as an example

Theme Time & Location

Time

✓ **Last weekend** of each month during 2021

✓ **5.4-----Star Wars Day**

(if there is a public holiday in that month, it will be adjusted to the holiday day.)

Location

✓ **Sony Store TST @K11 MUSEA**

✓ Shopping mall **entrance**



Promotion



K11-Sony 星球大戰Star War主題日活動即將上線, May the Fourth 一起來店內開戰吧, 可獲意外驚喜哦。May the force be with you.



K11-Sony 星球大戰Star War主題日活動即將上線, May the Fourth 一起來店內開戰吧, 可獲意外驚喜哦。May the force be with you.



Introduction—Theme list



Jan.: **God Of War**



Feb.: **Spider-Man**



Mar.: **Angry Birds**



Apr.: **Men in Black**



May: **Star Wars**



Jun.: **Jumanji**



Jul.: **Astroboy**



Aug.: **Resident Evil**



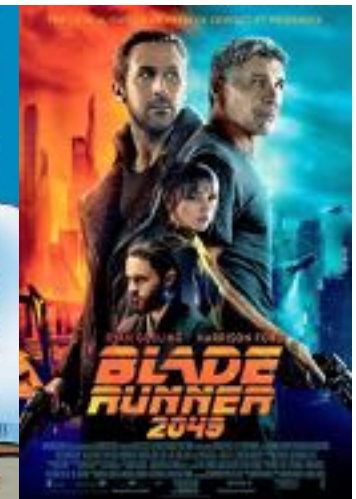
Sep.: **Demon Slayer**



Oct.: **007**



Nov.: **The Smurfs**



Dec.: **Blade Runner**

Objective

12 Different IP Themes

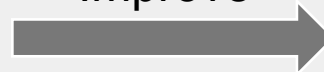
Attract



Purpose 1:
More young potential customers

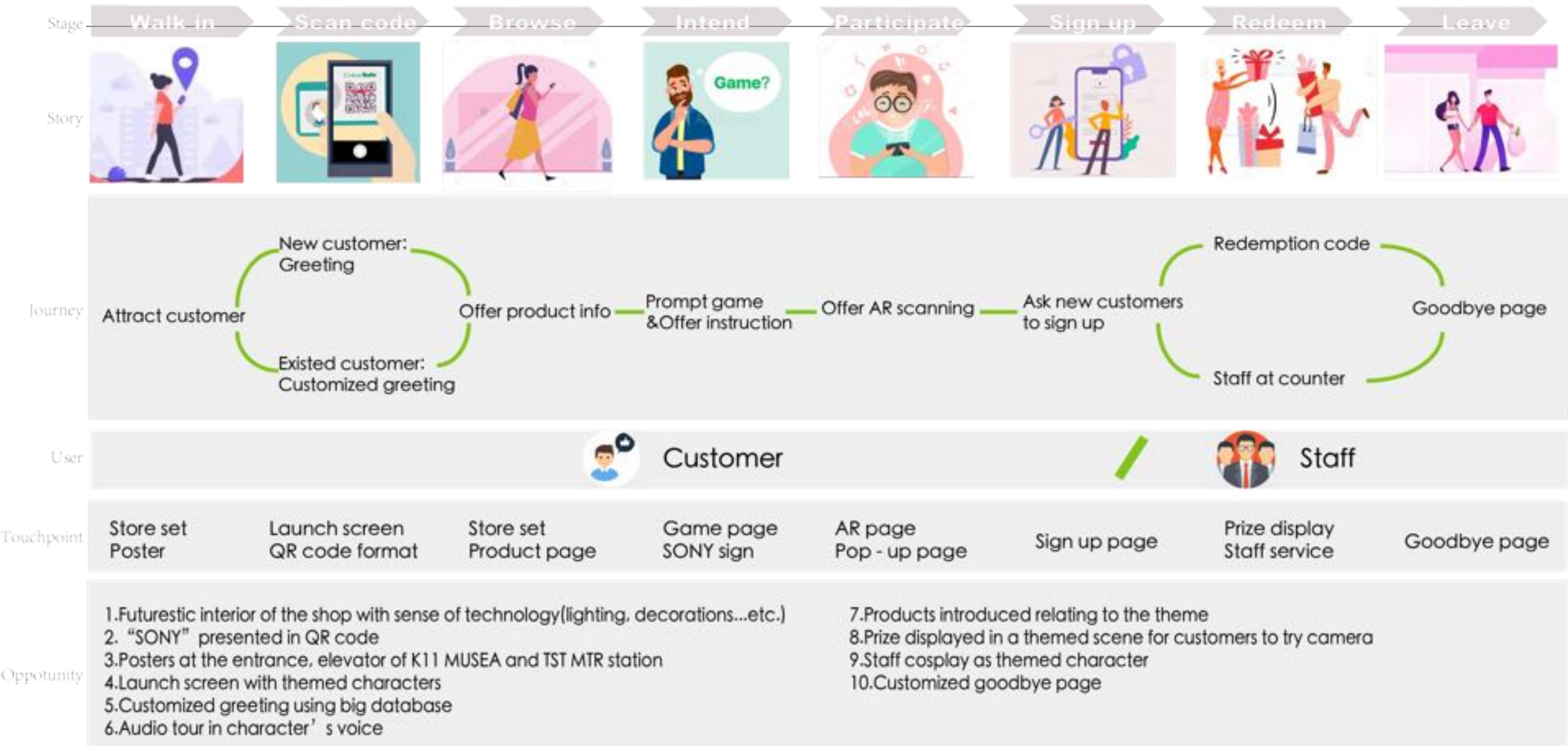
**Scanning SONY Logo
for Prizes**

Improve

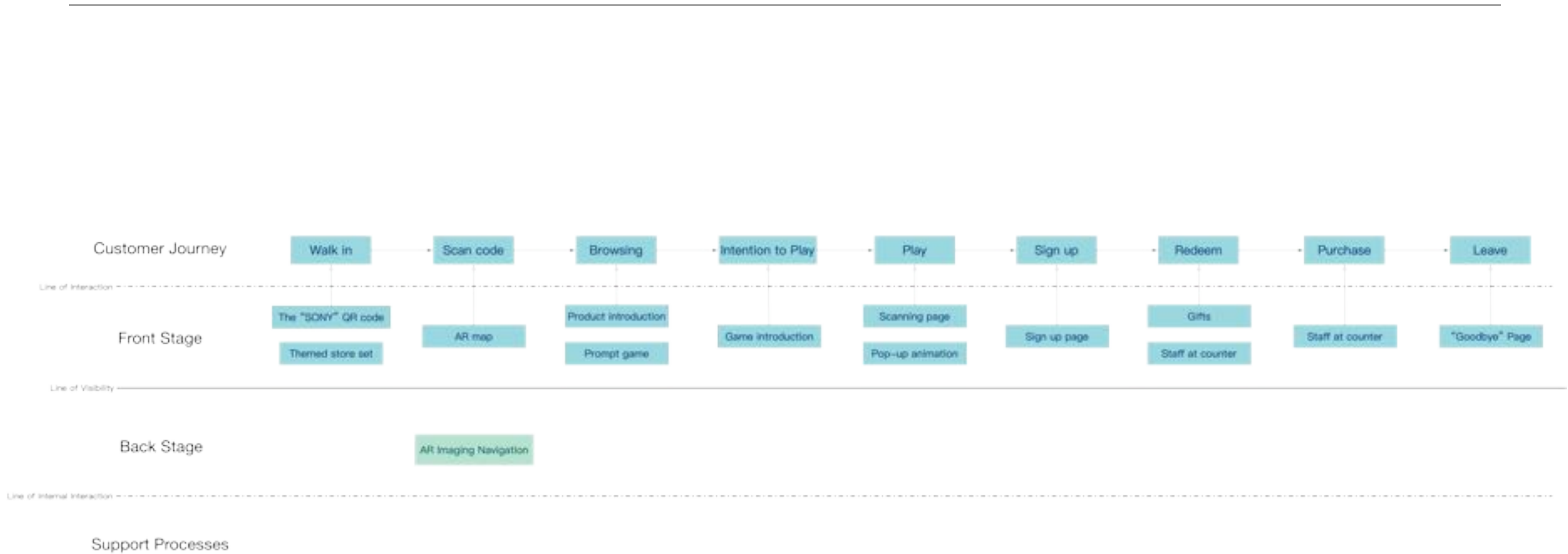


Purpose 2:
Membership Rate

User's Journey Map



Service Blueprint



KPI — PLAN 2

KPI Assessment Table for Campaign 2

Item	Subdivision index	Weight	Scoring method	Assessment objective (percentage system)	Index score
Attract New Young Customers (50%)	Customer flow growth rate	15%	Customer flow = Number of people passing through the store in one day Customer flow growth rate = Growth of Customer flow / Previous Customer flow *100%	15%	
	Entering growth rate	20%	Entering rate = Number of people entering the store / Customer flow *100% Entering growth rate = Growth of entering rate / Previous entering rate * 100%	25%	
	Experience growth rate	15%	Experience rate = Number of people experiencing products / Number of people entering the store *100% Experiencing growth rate = Growth of Experiencing rate / Previous Experiencing rate * 100%	15%	
Improve Membership Registration Rate (50%)	Membership registration growth rate	50%	Membership registration growth rate = Growth of Membership registration / Previous Membership registration *100%	6%	

Objects that can be collected



R2—80%



Luke Skywalker—30%



Darth Vader—10%



Leia Organa Solo—5%



Obi-Wan Kenobi—2%



Death Star—Only 3

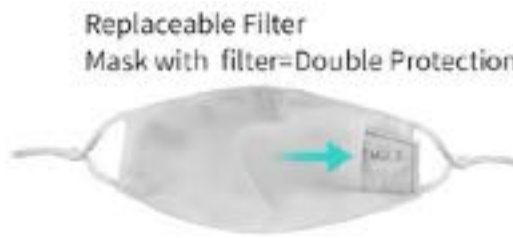
List of prizes — A

List of prizes

Collected objects	Prize	Price (RMB)
R2	Star Wars brooch	5
Luke Skywalker	Star Wars Blind Box Toy	25
Darth Vader	Star Wars Blanket	98
Leia Organa Solo	Star Wars & HM Joint Sweater	180
Obi- Wan Kenobi	Star Wars Lego bricks	489
Death Star	SONY PS4 (Only 3)	2098



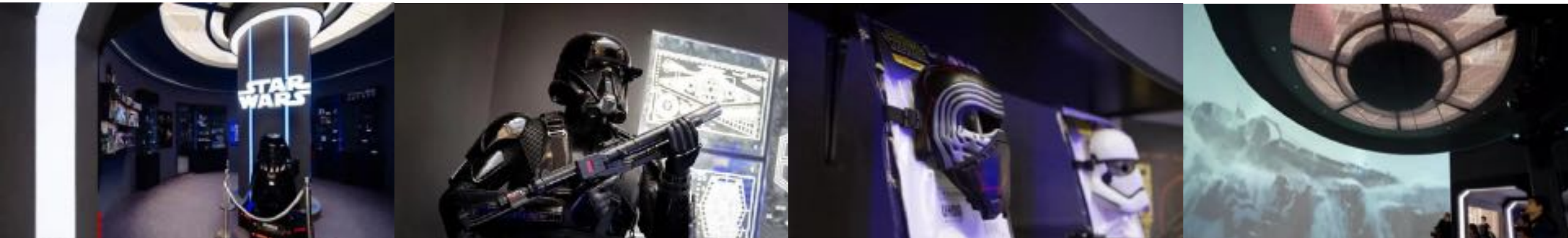
List of prizes — B



Reference



Star Wars pop-up shop in Hangzhou





Thanks !

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