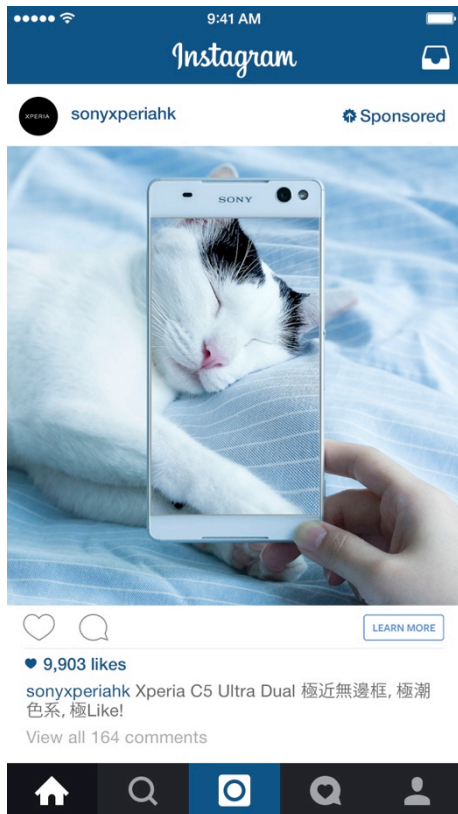


XPERIA

Pictures More Powerful Than Words

The smartphone and tablet brand used Instagram's new high-impact ad product Marquee to create mass awareness of a new product in Hong Kong and communicate key features to its target audience.



lift in ad recall



lift in product awareness



lift in message association

STORY

Inspiringly innovative

Sony Mobile's vision is to set the course for innovation in smartphones and tablets, by using consumer behaviors and insights to deliver a better user experience. It brings that same innovation to its marketing strategy, taking advantage of new platforms and creative concepts to engage with its loyal fan base in an inspiring way.

GOAL

Capturing attention

For its launch of the Xperia C5, Sony Mobile wanted to quickly raise awareness among its target audience to showcase the product's advanced features, including a nearly borderless frame. It aimed to attract interest with an emotionally compelling story, in a competitive industry where customers are typically won by technical specifications.

SOLUTION

A seamless strategy

With the Instagram community's natural interest in photography, Sony Mobile knew it was the ideal platform to reach an avid audience that appreciates beautifully crafted images. Carousel ads were the perfect format, allowing Sony Mobile to showcase a series of images in a storytelling manner. The key was reaching critical mass as quickly as possible to create buzz and drive sales of the new handset.

Sony Mobile was one of the first brands to run an Instagram Marquee – a new high-impact, single day ad buy, which gave them the biggest exposure while also allowing them to control frequency. It reached nearly 50% of Instagram users in Hong Kong on its first day with an average frequency of 1.5 views per user.

“We're excited to be one of the first brands to use Instagram Marquee, and the results have been encouraging. We'll continue to work closely with the Instagram team to fully realize the potential of this ad platform, as we grow to more deeply understand our consumers' preferences and behaviors.”

Joyce Tang
Head of Marketing
Sony Mobile Hong Kong