

## Sony Interactive Entertainment America: PlayStation

### Problem

How does Sony increase its gaming sales outside the holiday season?

### Solution

By offering epic deals featured on OOH displays to drive gaming consumers to stores.

### Background

Sony Interactive Entertainment America knew better than anyone that gaming was one of the most competitive industries in the world. The first part of 2017 had already brought PS4 fans the incredible Horizon: Zero Dawn. Sony wanted to let its core fans, men 25 to 54, know that its products weren't just for holiday purchases. It decided to launch a limited-time summer deal driven by its Shopper Marketing Team.

### Objective

Sony PlayStation's campaign objective was to increase sales and drive visits to the four key retailers where its consumer electronics devices were sold: Best Buy, GameStop, Target, and Walmart. The messaging for this limited-time deal was displayed on digital inventory in eight markets, while also using mobile retargeting to amplify the campaign against the desired demographic.

### Strategy

Right before the first day of summer, Sony held a "Days of Play: 9 Days of Epic Deals" DOOH campaign in eight US markets: Boston, Chicago, Dallas, Los Angeles, Miami, Minneapolis, New York, and San Francisco. The media company worked closely with Sony to identify the best strategy to drive business results. Three approaches to reaching Sony's target audience were selected in executing this campaign. Proximity targeting was used to identify billboards near four key retailers in these markets, Best Buy, GameStop, Target, and Walmart. Digital OOH displays were selected to deliver Sony's promotional message in locations where shoppers could easily visit one of the retail stores. Geopath audience data made it possible to select billboards most likely to reach Sony's target, men 25 to 54. Mobile data insights were used to identify billboards that were most likely to be seen by people who had recently visited one of the four key retailers. The final placement locations were selected based on digital boards that were within five miles of these retailers and indexed highest for the demographic and behavioral target audiences. Mobile retargeting was also used to amplify the campaign.





All billboard locations and retailers within these markets were geofenced in order to reinforce the message with mobile ads to consumers who had been exposed to the DOOH. Sony PlayStation's mobile ad creative strengthened the messaging on all OOH locations. A study used mobile data to identify consumers exposed to the Sony PlayStation campaign and observed and measured their likelihood to visit a targeted retailer afterwards.

## Plan Details

Markets: Boston, Chicago, Dallas, Los Angeles, Miami, Minneapolis, New York, and San Francisco

Flight Dates: June 6 to June 17, 2017

OOH Formats Used: Digital bulletins, digital posters, digital transit shelters; 466 total units

Additional Formats: Mobile ad retargeting

Target Audiences: Men 25 to 54

Budget: \$530,000 for OOH; \$80,000 for mobile

## Results

The study used mobile data to prove the effectiveness of this OOH campaign by comparing the behavior of those exposed to the campaign to a control group of consumers who were not exposed. Throughout the duration of the campaign and for 30 days after, mobile data was analyzed to understand the visitation patterns of each separate group visiting one of the key retail stores. Those exposed to the Sony PlayStation OOH advertising campaign had a visitation rate 69 percent higher than those unexposed. Those who also had the mobile ad reinforcement had a visitation rate 129 percent higher than those unexposed. OOH lifted visitation rates in every market where the campaign ran by at least 40 percent. All data was tested and reported at a minimum 90 percent confidence level to ensure accuracy and relevance of the findings.

Once the mobile retargeting strategy was applied in tandem with the OOH targeting, hyper-local, retail-specific marketing was powered. The mobile campaign metrics gathered at the client level revealed that this combination was a more effective marketing strategy than the stand-alone mobile campaign and delivered the best results. The overall Sony PlayStation campaign was reported as a success by the client, Sony Interactive Entertainment America. Details surrounding what it saw driving that success included a double digit lift in sales in the exposed markets. There was a 10 percent lift in sales where the campaign ran versus non-campaign markets. Sony began discussing a future campaign with the media company for the following year.

## Audience Metrics

Target Audience TRPs: 203

Target Audience Reach: 41.4 percent; 7.3 million impression

Target Audience Frequency: 4.9

