

# The Make Believe Journey

BERLIN, GERMANY: Sony wanted to use content rather than direct advertising campaigns to promote its "Make Believe" message.



## Challenge

Sony wanted to communicate its brand message, "make believe", without using brand advertising and instead using video content to tell compelling stories to communicate this message. "make.believe" appears on everything that Sony does and makes. Launched in 2009, the tagline appears on billions of touchpoints globally, and while it is recognisable, it's not widely understood. The challenge for Kameleon was to create content which would bring the philosophy to life.

## Insight

Despite being a prolific global entertainment company, leading producer of film, video and gaming entertainment, some of the most engaging stories Sony has never told are its own stories - how it has turned ideas into reality. Further, this was not an approach taken on by the marketing disciplines within the company. Kameleon set out to capture this by finding relevant stories in the areas of Sony's business; gaming, film, music and 3D Sport.

This was the first time that Sony Electronics Europe was committing resources and focus to a content-led marketing approach, which after a year and a half has delivered seven campaigns, with four Facebook applications, 32 pieces of brand video, 200+ static images in 11 languages for activation across 15 markets.

## Solution

Kameleon created a film that featured three up-and-coming artists, interweaving their stories, providing a personal and engaging insight into personal artist progression and Sony's role within the music industry. These artists' stories are relatable, attainable, informative and inspiring. Each person had a different interaction with Sony, journey and practical advice to share.

Each of the three artists featured in the film express their individual creativity in very different ways, so the agency's major production challenge was to tell three diverse stories that illustrate the range of Sony Music's talent in an even and coherent way.

The interview elements of the film were shot on a single camera with an observational documentary style. Kameleon carefully selected locations that were familiar to the subjects to give them a natural and more personal feel. This helped underline the journey that each of the subjects had undertaken to develop their own musical identity. Because a substantial part of the brand story is how Sony has worked with the artists to help them achieve their perfect sound, Kameleon took a multi-channel audio feed from the mixing desk at each of the gigs, to give us maximum flexibility in the post production sound mix. The film was created using Sony camera bodies and lenses.

## Results

- The overall campaign resulted in: 1.4 billion media impressions, treble the reach of the previous (conventional) campaign.
- 2.5 million views of all the video content.
- For this specific Music make.believe video entry, there were 197 022 total views across 13 European countries.
- Sony received five million engagements with the social media activity and applications.
- 100 000+ fan growth across all Sony Europe market Facebook pages, which is a 500% increase, launching five markets for the first time.

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