

## Make.believe with Sony Ericsson

Sony Ericsson confirmed its adoption of the newly announced Sony brand message 'make.believe' in all consumer communication in order to reinforce its entertainment credentials and collaboration with the Sony Group. It announced this on Friday 4 September 2009, as part of its on-going business transformation, with realignment of its external visual identity and brand values, to deliver its vision of becoming the communication entertainment brand.



Visually, Sony Ericsson will expand the appeal of its globally recognised 'liquid identity' logo by adding seven new colour variations plus a new 'liquid energy' flowing from the logo to make it more playful and visually appealing for the digital arena.

It also aims to adopt a more open and questioning attitude by inviting greater consumer participation in the brand through a stronger focus on interactive digital and social media channels.

A series of strategic marketing campaigns will launch the realigned visual identity and showcase the start of 'make.believe' at Sony Ericsson. These include a 'spark something' viral campaign for the new Satio, Aino and Yari phones and a global activation campaign as the official global handset sponsor for the 2010 FIFA World Cup to capture the passion of football fans around the world.

"Fusing communication and entertainment has been at the core of Sony Ericsson's offering since the start of the joint venture. 'make.believe' aligns Sony Ericsson with the Sony Group companies and reflects the coming together of communication and entertainment. By re-aligning our brand and adopting 'make.believe' we further highlight our entertainment offering to consumers," said Cathy Davies, head of brand strategy at Sony Ericsson.