

**Project:**

Image and Awareness  
Usage & Attitude  
Event Attendance

**Research Type:**

Quantitative

**Sector:**

Digital Broadcasting  
Event Attendance  
Manufacturing

**Region:**

EMEA

**Client:** Sony Europe

**1) Emily Young**

Marketing  
Communications  
Business Manager

**2) Isabelle Sogno-Lalloz**

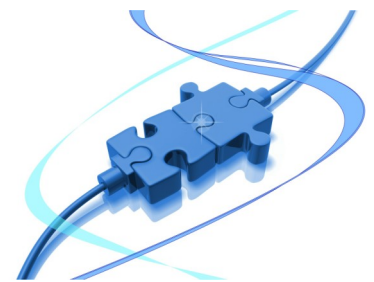
Market Research  
Manager

**SONY**

Sony is a global manufacturer of audio, video, communications and information technology products for consumer and professional markets.

**Business Challenge**

The Sony Corporation is a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Professional Solutions, Sony Europe, markets these products to the professional market and measures the effectiveness of its communications strategy and return on investment by conducting a continuous programme of market research linked to new product launches. Business Advantage has successfully conducted a number of research projects for Professional Solutions, Sony Europe, to measure the effectiveness of its communications strategy in the media and broadcast markets.



A new range of products, using a new type of technology, was launched supported by a programme of events, advertising, PR and web site communications. Business Advantage was commissioned to measure the success of this activity, following the Worldwide launch at a trade show in the USA and again, following the European Launch at the IBC Show in Amsterdam. The objectives were to measure the shift in awareness of the new technology and measure the awareness of Sony's own brand of products. This included assessing the effectiveness of all marketing communications activities over the preceding six months, measuring the understanding of the new technology and understanding the likelihood of switching to the new technology. Sony also wished to test the validity of its value proposition and evaluate perceptions of Sony as a solution/product provider.



**Methodology**

The research project comprised 300 telephone interviews across Europe, conducted in four languages and all respondents were visitors to the IBC Show. The geographical spread included France, Germany, Benelux, Scandinavia, Spain and the UK/Ireland. Business Advantage measured spontaneous recall of the press advertising, examined and prompted awareness and indicated what product benefits were remembered by respondents. They also made recommendations to the marketing team in the light of the research results.



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

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**For further information on this case study please contact:**

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**Emily Young, Marketing Communications Business Manager, commented:**

*"I am happy with the project and it met its objectives. It is important for us to work on a pan-European level, so it's essential that Business Advantage is able to work in different languages and across different countries. The recommendations that Business Advantage made enabled us to explore changes leading to improved brand recognition and reduced market confusion. We will be repeating the Post-IBC research this year to measure how perceptions have changed over time."*



**Isabelle Sogno-Lalloz, Market Research Manager, commented:**

*"The results of the research have been incorporated into our marketing plan. All the projects done by Business Advantage in the media sector have increased the knowledge of the marketing team. Business Advantage did the survey very well. They are very professional and have a good understanding of our business."*