

oOh! Media Pty Ltd
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News Release

Sony grabs shoppers through oOh! Connect retail campaign

In a grab for consumer attention for its new range of phones, Sony has teamed up with oOh! Edge to set up Sony Connect Kiosks in major shopping centres that, like the Xperia smartphones promise, are packed with entertainment including a Sony prize grab machine at each location.

The experiential campaign, which also aims to raise awareness of Sony's sponsorship of the upcoming FIFA World Cup, will see the activations set up across oOh!'s Connect Kiosk network in Sydney, Melbourne and Brisbane.

The Sony Connect activations will showcase the new range of Xperia devices, accessories and merchandise whilst giving shoppers the chance to win by participating in the Sony prize grab machine.

Managing Director of oOh! Edge, Guy Marshall, said the prize grab machine adds a wow factor that links directly to the product features and encourages shoppers to engage with Sony's new products.

"These activations will be near various Xperia and Bravia retailers where shoppers can access special offers to close the sales loop.

"This campaign demonstrates how Connect Kiosks can innovatively engage with shoppers to drive product awareness, trial and sales," Mr Marshall said.

Kristin Atherton, Channel Marketing Manager for Sony Mobile, said the concept developed by oOh! was an exciting step forward in experiential activity.

"They have stretched the level of engagement beyond awareness by creating a layer of excitement, which in itself has a nice link to the brand and its proposition of being 'packed with entertainment,'" Ms Atherton said.

Campaign:	Sony Connect Grabs Shoppers' Attention
Creative Agency:	Client
Media Agency:	Client
Media:	oOh! Connect Kiosks
Client:	Sony Xperia

For more information:

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About oOh! oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across road, retail, airport, experiential and place based media throughout urban and regional Australia and OOH businesses in New Zealand. The company also offers the largest digital advertising network in Australia.