



<http://sony101.com>



The Customer

Sony Electronics, Inc., is one of the world's leading manufacturers of audio, video, communications, and information technology products for the consumer and professional markets.

The Need

Like many major brands, Sony Electronics focused the majority of their marketing efforts on more traditional elements such as advertising and brand awareness. However, there was a gap in reaching consumers at the most critical phase of the buying process - the consideration phase. Sony required an approach to engage potential customers and accelerate them through the purchase process.

The Solution: Consumer Education with Powered

Sony partnered with Powered and created "Sony 101" (<http://sony101.com>) to provide potential buyers with a rich online learning experience on a wide range of technology topics. Each topic area - such as digital photography or HDTV - features free online courses with informative, brand-agnostic lessons accessible 24/7, online communities and access to subject matter experts for each topic.

This "sponsorship" approach not only delivers higher loyalty to the brand and new insights into consumer behavior, it generates significant top-line revenue for Sony with purchase conversion rates of 20%.



Sony merchandises products relevant to the course content and links to Sony's online retail site, sonystyle.com, giving buyers an opportunity to make a purchase.



The Results

Sony 101 has become a key element in Sony Electronics' overall marketing program. Sony 101 courses are a trusted source of information for consumers to make educated purchase decisions and to learn more about products they have already purchased.

Sony has delivered some impressive results using consumer education to build meaningful consumer relationships. Just how successful? Consider:

- **20% of Sony 101 users buy a Sony product**
- Users **spend up to two hours** per course interacting with the Sony brand
- **94% user satisfaction** with courses
- **87% of users** are willing to **recommend Sony 101** to a friend
- More than **12% complete surveys** after each course

In 2006, Sony further leveraged the value of Sony 101 through a marketing sponsorship with iVillage, an online portal (<http://courses.ivillage.com/>), focused on content specific to women, teenage girls and parents.

Sony used this opportunity to expose their brand to a key consumer demographic - women who purchase consumer electronics. The iVillage sponsorship successfully extends Sony's own consumer relationship efforts:

- Nearly **70% opt into Sony's email program**
- Nearly **one-third increase purchase consideration** of Sony products
- More than **25% click through to sonystyle.com**
- More than **15% purchased a Sony product** as a result of taking a Sony-sponsored course on iVillage

<http://http://ilearn.ivillage.com/>



Advancing the Partnership

Sony understands the value and power of consumer education, and continues to utilize Powered's expertise to build customer loyalty and increase sales.

Powered provides Sony with strategic insight on consumer activity, attitudes, and preferences to continually optimize program results.

The iVillage Courses site attracted nearly 100,000 visitors in just three months. Upon completion, more than 85 percent of students stated they would enroll in another course, and 90 percent would recommend iVillage online courses to a friend.