

# MAGNETIC

## SONY: XPERIA Z3 'I CAN' SERIES

Magazine brands help Sony by engaging young and affluent audience



### AT A GLANCE

#### OBJECTIVE

Engage key consumers with brand position and showcase the innovative features of the Sony Xperia Z3

#### AUDIENCE

Young ABC1 Men & Women

#### PLATFORM

Print, digital, social media, newsletters, video

#### MAGAZINES

ShortList, Stylist

#### MEDIA AGENCY

Mediacom

#### PUBLISHER

Shorlist Media

### BACKGROUND

Sony was looking to bring to life and engage key consumers with the innovative features of its Xperia Z3 mobile phone. They wanted to frame the campaign around Sony's broader brand values of 'making the everyday extraordinary' to ensure any activity felt authentic, distinct and differentiated to its young ABC1 target audience.

**SONY**  
XPERIA

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## IDEA

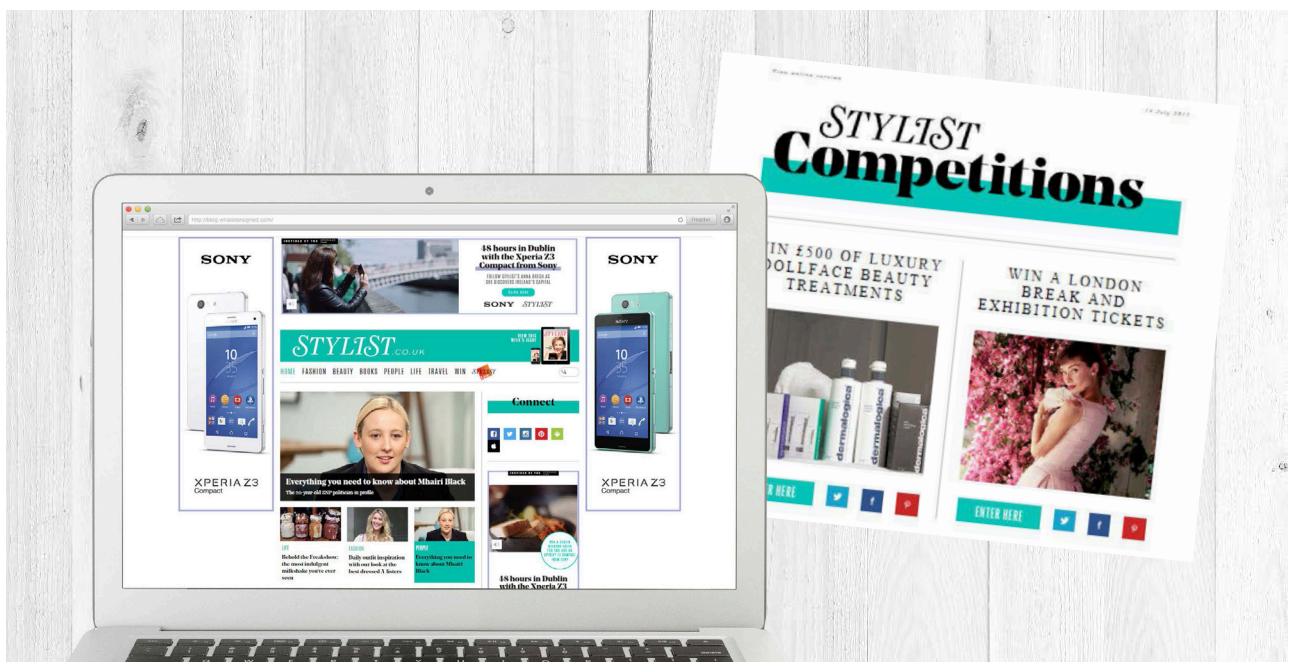
Sony struck a creative partnership with Shortlist Media, encompassing multi-platform content channels, and utilising the editorial strengths of both the Stylist and Shortlist brands. The campaign was designed to take their audience on a series of full-scale adventures which would engage and entertain, whilst also illustrating the specific product and design benefits of the Xperia Z3.



## EXECUTION

Shortlist crafted a series of stories with their editorial team. Journalists and editorial staff from both Shortlist and Stylist were sent on adventures with their Xperian mobiles, to test the phones to their limits and create content that would form the heart of the campaign and would sit across all of the brands' platforms – print, mobile, online social and email.

Members of the Shortlist media team were sent to Dublin to create an inspiring travel piece that would test the battery life and the fitness app was tested whilst competing in the high endurance Tough Mudder challenge. The top quality audio of the Sony Xperia was put through its paces with a studio session with up-and-coming band 'Nothing but Thieves'. The content produced resonated with the audience by aligning perfectly with its audience's passions through storytelling. Overall the mix of inspiring content delivered across print and video gave a unique perspective on the brand proposition in an engaging and dynamic way.



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