

CLIENT: Sony

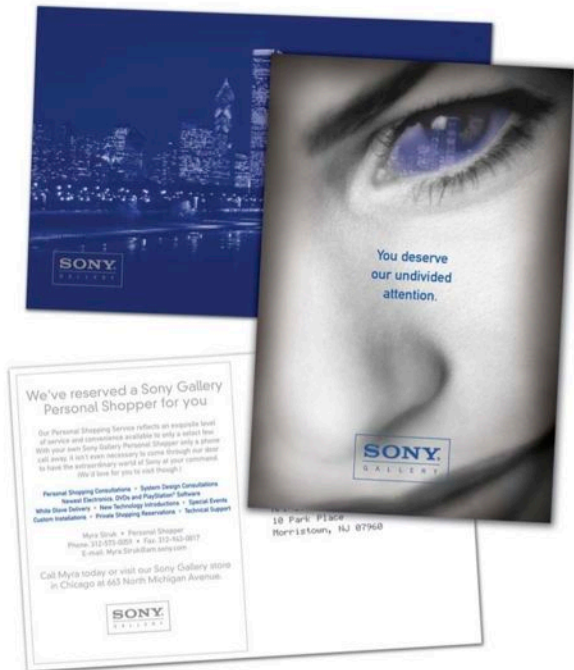
CATEGORY: Advertising and Direct Mail

AUDIENCE: Affluent consumers

MARKETING CHALLENGE: Drive prospects into showrooms and build awareness of Sony's exclusive personalized shopping service.

STRATEGIC APPROACH: Develop a sophisticated, powerful delivery tool that functions as an exclusive invitation.

CREATIVE EXECUTION: A simple postcard becomes an elegant "business card" that invites recipients to a Sony Style Gallery for white glove service. The name and phone number of a Sony personal shopping representative is imprinted on the card. Dramatic design and strategic use of copy transform an ordinary postcard into a highly effective selling tool.



*Target affluent prospects
with a cost-effective but
powerful sales tool.*