

MAILER:

Sony Electronics

OBJECTIVE:

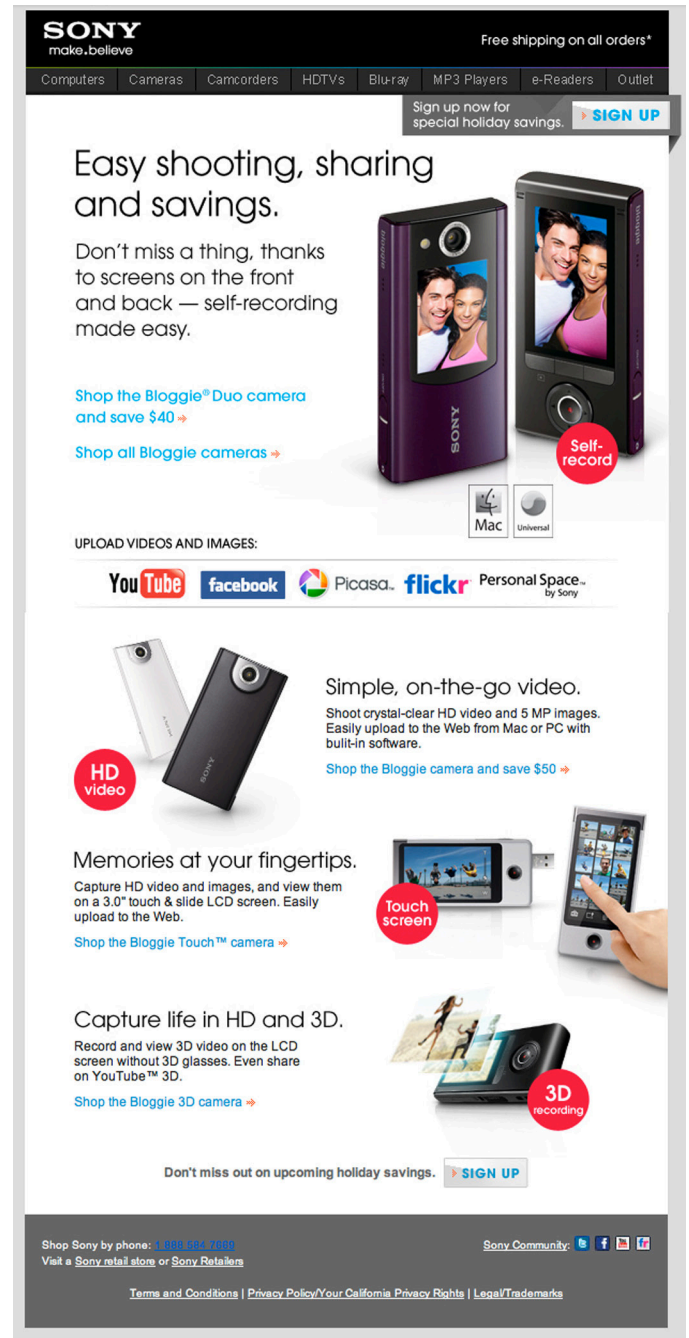
Sony Electronics faced the challenge of introducing its new Bloggie Duo Camera, positioning it as an ideal holiday gift, and increasing holiday sales of this featured product.

SOLUTION:

eTargetMedia implemented a highly effective and targeted email marketing campaign segmenting an audience of high tech consumers and gift buyers from our specialized files of High Tech Households, American Tech Savvy Enthusiasts and Holiday Electronic and Gadget Buyers. The offer introduced the product as a high tech pocket sized HD video camera, presenting features and benefits including easy shooting and sharing. The offer also announced free shipping as well as included the opportunity to sign up to receive special holiday savings.

OUTCOME:

The email marketing initiative resulted in significantly above industry average open and click through rates, increased traffic to the client site, and increased registration to the promotional savings via sign up within the offer.



SONY
make.believe

Free shipping on all orders*

Computers Cameras Camcorders HDTVs Blu-ray MP3 Players e-Readers Outlet

Sign up now for special holiday savings. **SIGN UP**

Easy shooting, sharing and savings.

Don't miss a thing, thanks to screens on the front and back — self-recording made easy.

Shop the Bloggie® Duo camera and save \$40 →

Shop all Bloggie cameras →

Mac Universal

UPLOAD VIDEOS AND IMAGES:

YouTube facebook Picasa flickr Personal Space™ by Sony

HD video

Simple, on-the-go video.
Shoot crystal-clear HD video and 5 MP images. Easily upload to the Web from Mac or PC with built-in software.

Shop the Bloggie camera and save \$50 →

Memories at your fingertips.

Capture HD video and images, and view them on a 3.0" touch & slide LCD screen. Easily upload to the Web.

Touch screen

Shop the Bloggie Touch™ camera →

Capture life in HD and 3D.





Record and view 3D video on the LCD screen without 3D glasses. Even share on YouTube™ 3D.

3D recording

Shop the Bloggie 3D camera →

Don't miss out on upcoming holiday savings. **SIGN UP**

Shop Sony by phone: 1.888.805.2822
Visit a Sony retail store or Sony Retailer

Sony Community:    

[Terms and Conditions](#) | [Privacy Policy/Your California Privacy Rights](#) | [Legal/Trademarks](#)

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
Targeted, Effective Results!

