SONY ®

MP-CL1 Pico Projector Communication Plan

PUR 4100
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University of Florida
Spring 2016

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Sony

Executive Summary:

Overview: Sony recently entered the Pico projector market with its new MP-CL1. The device could lead to several new innovative Pico products that Sony can create. However, the Home Entertainment & Sound Segment, where the Pico projector is fabricated, has been experiencing sales decreases. Also, marketing budgeting has been diverted to the Games & Network sector. Sony faces competition from several other markets, including Korean and Chinese companies that are competitors to Sony, who sell similar devices that Sony sells at lower prices. Sony has experienced a decline in profit, crises and lack of product specialization. However, the company recently implemented an internal restructuration that could help revamp the company. Sony has a strong brand, and the campaign will focus on helping Sony sell the MP-CL1 by appealing to Sony's brand recognition.

Target audiences: The primary target audience are 22-to-50-year-old business owners, employees and entrepreneurs in the City of Miami. These individuals could be millennials or from the generation X. They would be targeted based on their media consumption. Millennials use more online media than generation X. **The secondary target audience** are 22 to 30-year-old journalists, magazine writers and bloggers who can help garnish attention towards the communication program by writing about Sony's endeavors. **The tertiary target audience** are individuals aged 22 to 35 who would not use the device in their work, but could use it in their homes as screens. Each objective will be measured based on attention, awareness and number of projectors sold by the end of the campaign.

Timeline: The campaign is set to start January 1, 2016 and end May 31, 2016. The goal of the campaign is to generate sales of the MP-CL1 Pico Projector in the City of Miami.

Goal: to generate sales of the MP-CL1 Pico Projector in the City of Miami.

1. **Objective:** (Awareness and acceptance) to generate awareness and acceptance of the MP-CL1 projector among 15% of potential buyers in the City of Miami by May 31, 2016.
   - **First strategy**: To inform target audiences of the benefits of the MP-CL1 projector by engaging with target audiences through interpersonal communications, and provide them of a first-hand experience to interact with the MP-CL1.
     o Present the device to target audiences at the Small Business Expo 2016 and allow them to interact with it.

- o Implement a campaign to increase two-way communication. The campaign will be called the "I Screen, You Screen" campaign.
- **Second strategy:** To generate acceptance of the MP-CL1 projector by interacting with potential buyers online.
    - o Create a website, a blog, and use social media to interact with target audiences. Interact with target audiences through the "I Screen, You Screen" campaign.
- **Third Strategy:** To appeal to the target audience's well-being by distributing information about the MP-CL1 to blogs and major newspapers and magazines in the City of Miami.
    - o Deliver media kits to major newspapers, blogs, and magazines in the City of Miami

2. **Objective:** (Acceptance) to create a positive attitude of the MP-CL1 projector among 10% of potential users of the MP-CL1 projector in the City of Miami by May 31, 2016.
    - **First strategy:** To generate trust for the Sony brand by engaging in corporate social responsibility endeavors that encourage thriving businesses and entrepreneurs in the City of Miami.
        - o Engage in CSR by sponsoring and donating projectors to business competitions (UM Business Plan Competition; FIU Global Bilingual Sales Competition) in major universities across the City of Miami.
        - o Become a bronze sponsor of the Miami Entrepreneurship center and have the closing event of the "I Screen, You Screen" campaign.
    - **Second strategy:** To generate trust and credibility among target audiences by getting corporate social corporate responsibility endeavors published in newspapers, magazines and blogs.
        - o Deliver news releases, online news releases, video news releases and media advisories about all CSR events to major media outlets in the Miami City area.

3. **Objective:** (Action) to generate sales of at least 100 devices in the City of Miami by May 31, 2016.
    - **Strategy:** To invest in advertisements that will portray the projector's capability to increase the target audience's well-being by purchasing a device that presents images in high-quality definition.
        - o Advertise on billboards, buses and junior posters.
        - o Distribute a 30-second video online.

The budget necessary for the communication plan is of $29,280 for staff expenses and $29,200 for estimated out-of-pocket expenses. A total of $58,480. Results will be evaluated based on total sales, awareness and attitude.

Situation Analysis

Sony Corporation is a global technology manufacturer for consumer and professional markets. The company focuses on electronics, entertainment and financial services sectors. Sony is headquartered in Tokyo, Japan and operates in Asia, North and South America, Africa and the Middle East. The company has around 131,700 employees.

Sony entered the Pico Projector industry with its MP-CL1 Pico Projector. The Pico Projector industry is expected to be valued at $2.39 billion by 2022. Several industries, including business and education industries, as well as the consumer electronics, industries will demand more Pico Projectors in the future. North America accounted for over 30% of the overall revenue of Pico Projectors in 2014 (Grand View Research, 2014). This device might be the first of several more innovative Pico devices that Sony can create. But Sony's MP-CL1 Pico Projector is challenged by strong competition from lower-cost manufacturers from South Korea and China. One of MP-CL1's major competitor is the Celluon PicoPro projector. The Cellulon PicoPro is ranked higher than the MC-CL1 (Amazon, 2015). Both products' prices are very similar, and both projectors perform very similarly. Celluon is a company based in Seoul, Korea that focuses on developing Pico projectors. LG Electronics Inc., based in Seoul, Korea, also sells several portable projectors with similar characteristics as the MP-CL1 (Thorp, 2015). In addition, the main difficulty MP-CL1 has is that the device is unable to connect with Apple devices wirelessly. Apple has created its own portable projector, which works with Apple devices wirelessly (Apple, 2015). However, Apple's Mirroir projector needs to be connected to a power source in order to function at all times. MP-CL1 does not require any wires to function, and can work as a battery charger.

A key aspect that could help the campaign would be to focus on brand recognition. Sony's brand is ranked among the top 100 best brands (Interbrand, 2015). A study conducted by Moosylvania, an advertising agency, found that Sony ranked #4 Best Global Brand according to millennials. Sony's main competitor in the projector industry is Apple, which ranked #2 most liked brand among millennials. Other competitors, such as the Celluon PicoPro, do not have an established brand, and are not recognized by millennials as much as the other brands previously mentioned.

Figure 1 is a graphic representation of Sony's Consolidated Financial Results for the Third Quarter ending December 31, 2015. The company experienced an increase of 0.5% in regards of sales and operating revenue. The company's operating income increased by 0.1%, an increase of 220.7 billion yen ($1.976 million dollars).
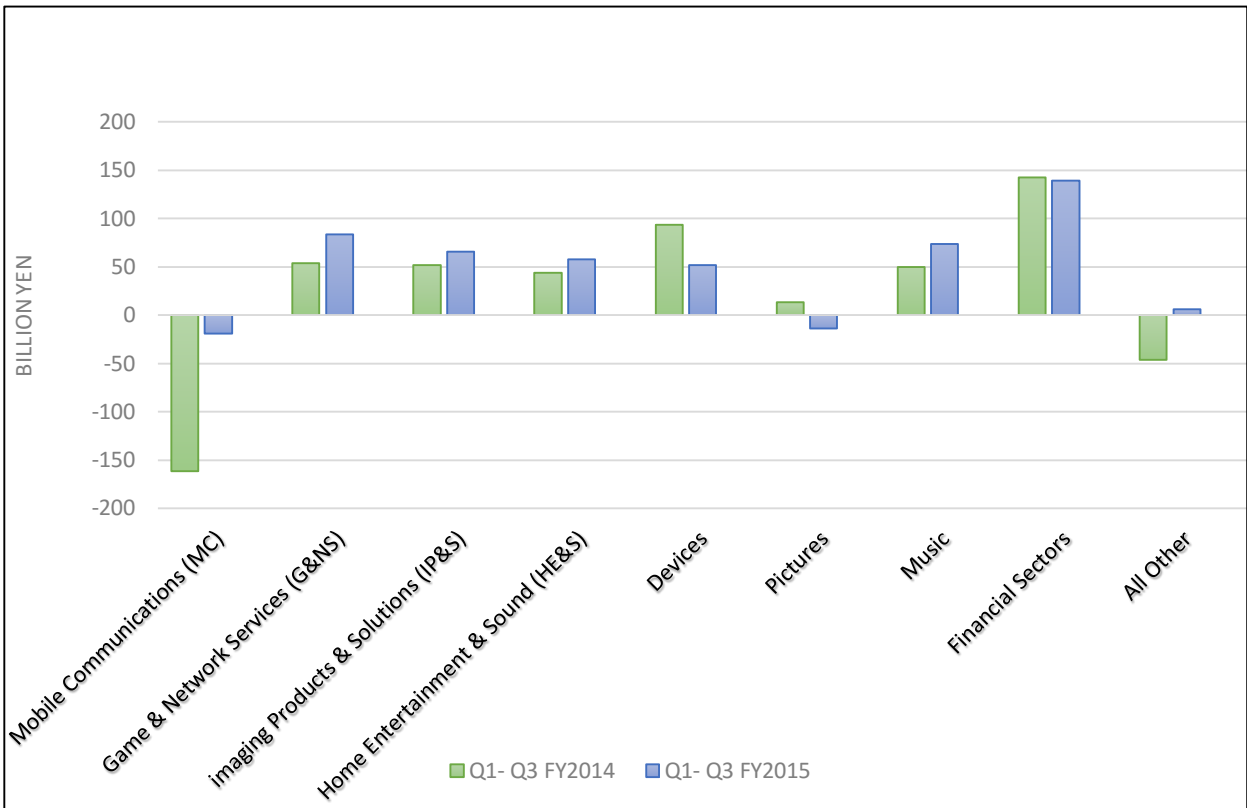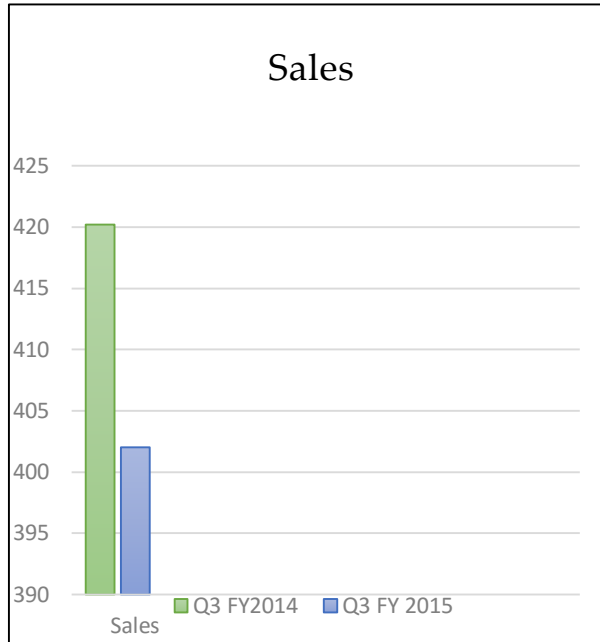
Figure 1

Sony's Operating Income

Figure 2 is a graphic representation of the Home Entertainment & Sound Segment sector, the sector in charge of marketing the MP-CL1 Pico Projector. The sector has experienced an overall improvement in operating income, and a decrease in sales. The sector experienced a decrease in sales and operating revenue from 420.2 billion yen to 402.0 billion yen ($3,350 million dollars), a change of 4.3%. The company's operating income has increased from 9.3 billion yen to 15. 9 billion yen ($260 million dollars). The increase in operating income derives from cost reductions and improvements in the company's product mix. Due to decreases in sales, marketing budgeting geared towards the Entertainment and Sound Segment has decreased, and is now more focused more on the Game & Network Services sector. This is an important factor to bear in mind when planning the campaign.

Home Entertainment & Sound Segment Third Quarter Financial Results for the 2015 Fiscal Year as of December 31, 2015

Figure 2

S.W.O.T Analysis

Strengths	Weaknesses
• Strong brand • Innovative products • High-quality products	• Decline in profit • Crises • Lack of product specialization
Opportunities	Threats
• Internal restructuration • New branding campaign • Promising Game & Network Services results • Working in emerging markets	• Competition • Counterfeit products • Exchange rates

Strengths:

- Sony has a strong brand that is recognized worldwide. According to Interbrand, Sony stands as #58 among the best 100 global brands. The company also ranked #5 among the best global Japanese brands. The company resonates among millennials for its technology products, such as the PlayStation. The company also developed its brand recognition through a social media campaign that joined Sony with the 2014 World Wide Cup (Interbrand, 2015).

- Sony is recognized for its high-quality, innovative technology products. Sony was the first company that introduced the Walkman, the first portable audio cassette player. The company redesigned the Walkman in 2015. It also created one of the first waterproof Android phones, the Xperia Acro Z. The company also introduced the Google TV and the first curved LED television. The company has also released a new virtual reality gaming console, the Playstation VR. All these products show the company's efforts to revolutionize the technology market (Sony, 2015).

Weaknesses

- Sony faced crises in the past couple years. On 2014, Sony Pictures did not release the movie "The Interview," because the company's computer system was hacked, and sensitive information could have been disseminated if the release had taken place. On 2015, Sony faced a very serious cyber-attack, and millions of PlayStation users' information were compromised. On 2016, musician Kesha said that a producer who works for Sony abused her. All of these crises have a negative impact on Sony's image (Interbrand, 2015).

- Sony's profits have been declining over the past several years. As of December 2015, Sony's consolidated financial records show that the company has not generated positive revenue in several segments. Most of the company's profit comes from the Gaming and Network Services Segment. The segment has increased its profits by 10.5% due to PlayStation 4 software and hardware sales. Sony's mobile communications segment has reduced by 14.7% compared to the results from 2014. The Imaging Products and Solutions segments has decreased by 5%. The Home Entertainment and Sound segment has also decreased by 4.3%. Pictures and Music is the the second most profitable segment the company has. The Computer and Mobile Services, where devices such as the Sony Xperia are created, has not been generating positive revenue (Sony, 2015).

- Lack of product specialization has decreased innovation (Interbrand, 2015).

Opportunities

- The company is implementing a new branding campaign and an internal restructuration. The company's new marketing slogan is based on the new "Be Moved" campaign that aims to "inspire and fulfill curiosity." The campaign started in October 2015. The goal is to boost income to $4.3 billion by the end of 2017 (Interbrand, 2015)

- The implementation of the "First Flight" program helps innovation. The program is unique to Japan, and is a space where people can join and share their ideas of new technologic products (Interbrand, 2015).

- Sony's financial results have shown an improvement in the Gaming & Network Services of 10.5%, a change of 29.8 billion yen ($4,892 million dollars). This change

from 12.6 billion yen to 40.2 billion yen show that PlayStation 4 sales have increased (Sony, 2015).

- Sony has started to work in emerging markets that have more than 40% of the worlds' population such as China, India, Brazil and Russia. Sony expects to double its revenues by working in those markets (Sony, 2015).

Threats

- Sony faces competition from Korean and Chinese competitors. Sony's top competitors are Panasonic, LG Electronics and Samsung. (Interbrand, 2016)

- Counterfeited products divert revenues that otherwise would have been Sony's Adelstein, 2014).

- Different exchange rates are also an issue that Sony will have to endure. As a Japanese company that produces several of its products in Japan, Sony exports several products abroad. The fact the yen has a higher exchange rate when facing U.S. dollars and the Euro affects Sony because exporting its products abroad is more expensive (Sony, 2015).

Goals & Objectives

Goal

The goal of the campaign is to generate sales of the MP-CL1 Pico Projector in the City of Miami.

Objectives

First Objective (Awareness and acceptance): To generate awareness and acceptance of the MP-CL1 projector among 15% of potential buyers in the City of Miami by May 31, 2016.

Second Objective (Acceptance): To create a positive attitude of the MP-CL1 projector among 10% of potential users of the MP-CL1 projector in the City of Miami by May 31, 2016.

Third Objective (Action): To generate sales of at least 100 devices in the City of Miami by May 31, 2016.

Target audiences

Primary audience:

- Business owners, sales representatives and entrepreneurs in the City of Miami

- Aged 22 – 50

- Middle-class

Within the City of Miami, around 101,128 individuals are over 25 years old and have a Bachelor's degree. There are around 98,222 businesses in the area. (United States Census Bureau, 2015).

City of Miami Demographics: The campaign will take place around the City of Miami. Figure 1 presents demographics within the City of Miami (United States Census Bureau, 2015).

Figure 1

Miami City Population

■ Non-hispanic White ■ Hispanic or Latino ■ African American ■ Asian ■ American Indian and Alaska Native

0.1% 0.3%

18.9%

77.9%

66.2%
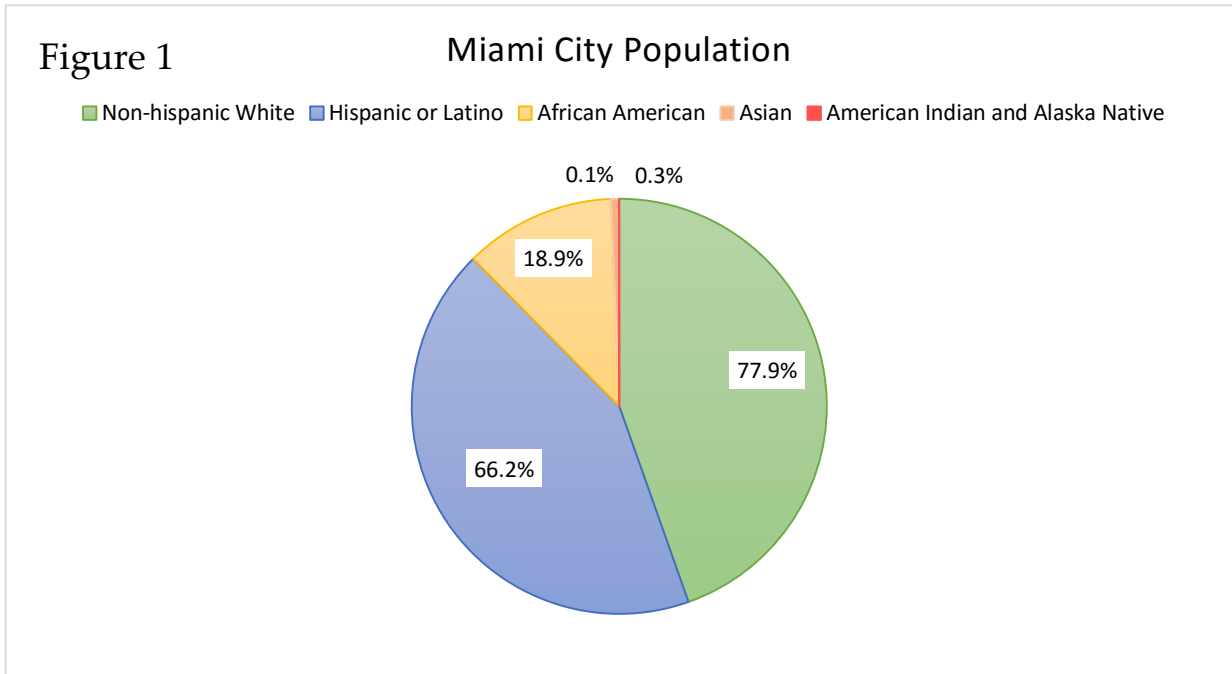
| Population estimate	430,332
Under 18 years old	18.4%
Females	50.2%
Over 25 with a high school diploma	72.0%
Over 25 with a Bachelor's degree	23.5%
Over 16 and in the labor force	61.4%
Median Household Income	$30,858
Retail Sales	$6,474,258

It is important to consider that more than 54% of the population in the City of Miami were born abroad. Many of the people who live in the City of Miami are also ethnically diverse. (United States Census Bureau, 2015).

The campaign is targeted towards business owners, sales representatives and entrepreneurs who belong to these demographics. These individuals could improve their well-being by using the device to make multimedia presentations to clients and investors. Figure 4 is a graphic representation of the businesses in the City of Miami.

Figure 4

Businesses in the City of Miami
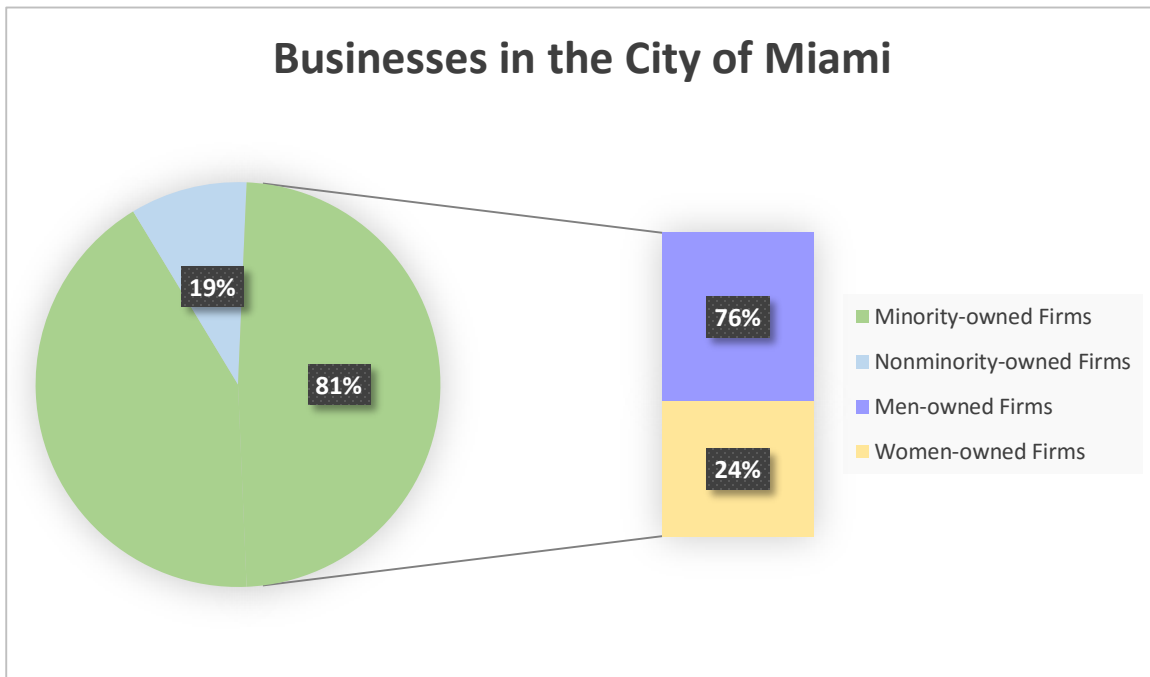
All firms	98,222
Nonminority-owned firms	17,148,
Minority-owned firms	77,125
Men-owned firms	49,530
Women-owned firms	39,762

Additionally, part of the campaign will be focused towards students in specific universities. Many of these young professionals have entered the workforce, or will soon enter the workforce. Special attention will be given to students who study sales and entrepreneurship; these students could benefit from the projector's ability to present their products or ideas to possible buyers and investors.

University of Miami's Master in Business Administration demographics (University of Miami demographics, 2016):

Male	55%
Females	45%
Age	30 – 50

Florida International University undergraduate demographics (U.S. Department of Education Institute of Education Sciences National Center for Education Statistics, 2016):

Male	44%
Females	56%
Total number of students	41,009

Millennials: Individuals of this generation are 19-to-35 years old. They are America's most racially diverse generation, and the least affiliated to any religion. One-in-four millennials are unattached to politics and religion. Six-in-ten millennials was raised by both of their parents. Millennials are the most educated generation in American history. Around 39.6% enrolled in college as of 2008. Millennials also seem to get along with their parents better than other generations. Millennials believe parenthood and marriage more important than financial security. However, only around one-in-five, or 21%, of millennials are married. Millennials are digital natives and take the lead in using new platforms of the digital area such as the internet, mobile technology and social media. Around 81% of millennials are on Facebook. Millennials have a median number of 250 friends. A study conducted by Moosylvania found that millennials appreciate brands that are accessible and have unique features. Millennials seem to like high-quality products that they can recommend to friends and family. Millennials also care about brands that fit their personality; engage in corporate social responsibility and shares their interests. A pew research survey asked millennials what they thought made them unique. According to millennials, their constant use of technology distinguishes them from other generations. Millennials are aware of Sony's brand, but they mostly recognize it for its gaming consoles, like the PlayStation. Millennials use mostly electronic and social media. Different social media platforms and interactive campaigns, as well as interpersonal interactions at technology fairs could help in order to reach the target audience (Pew Research Center, 2014).

Generation X: These individuals are 36 to 52 years old. This generation is predominantly white. Around 46% of generation X individuals have a high school diploma. Around 21% of them are affiliated to a certain religion. Around 44% of the people who belong to this generation are not confident that they will have enough money for retirement. Around 64% of this individuals said they are patriotic. Forty-three of them would rather have a bigger government with more services. Around 23% of them believe unauthorized immigrants should not stay in the country legally. This generation interacts with the media in different ways. Around 24% of them have taken a "selfie" on social media. They

have a median number of 200 Facebook friends. Besides millennials, generation x individuals are the second best to adapt to new technology. This generation is aware of Sony because of its technology products; such as the PlayStation, the Walkman, the Discman and the LCD Television. Generation X's media use differs from millennial's media use. This generation is more likely than millennials to use classical mass communication media. Newspapers, radio announcements, television commercials, billboards and bus advertisements are more likely to reach this audience (Pew Research Center, 2014).

Secondary audience:

- Journalists and bloggers who write about technology and business around the City of Miami.
- Aged 22 to 35

This target audience is composed of journalists and bloggers who can share information about the MP-CL1 Pico Projector. People of this demographic would work for some of the major newspapers in the City of Miami are the Miami Herald, the Miami Today, the Miami News Times and the Sentinel. The target would be also to get published on websites that are linked to these newspapers, because they also publish stories and articles about different events that take place around Miami. The Miami Herald is linked to the following websites: the MiamiHerald.com, elNuevoHerald.com, Miami.com and FlashbackMiami.com. The campaign will aim to have articles about the MP-CL1 published in all newspapers like the MiamiHearld.com, which is a source of local news, sports, weather and businesses (Miami Herald Media Company, 2016). Some of the leading magazines geared towards businesses in the City of Miami include: the Executive South Florida Magazine, Miami Empresarial Magazine, Florida Trend and South Florida Business Magazine. The campaign will focus on individuals who are like Jane Wooldridge, who writes the business section of the Miami Herald. People of this demographic can be millennial or from the generation X; therefore, they will have the same psychographics previously mentioned. Technology bloggers are likely to be tech savvy individuals who are constantly aiming to stay up-to-date with recent technology. Some of the most popular technology blogs are Mashable, Gizmodo, GigaOM, and ZDNet (Berman, 2016). These journalists and bloggers are experts on their fields who will not write embellish the projector's features. Journalists are bound to write ethically; it is necessary to be completely transparent when engaging with them. Different factors make situations newsworthy. For instance, loss of life or property destruction, proximity,

prominence, timeliness and novelty (Rogers, 2016). The greater the impact a story has on readers and their lives, the most newsworthy it is. In the case of the MP-CL1, the stories that could be written about the projector could be based on: Novelty, because MP-CL1 is the first portable Pico projector that Sony made, and can help people improve at their work. Proximity, because the campaign will take place in the City of Miami. Timeliness, because Sony's endeavors will take place in a certain amount of time.

Tertiary audience:

- Aged 22 - 30
- Middle-class

These individuals will be aware of the MP-CL1 Pico Projector mainly through advertisements, special events in universities and social media campaigns. A Miami Downtown Development Authority Study found that 46% of the population in downtown Miami, around 36,931 people, are 25-to-44 years old. Advertisements will be presented in the downtown area to appeal to these audiences. These individuals may not use the device at work, but could still use the device to make presentations. This audience may be interested in the MP-CL1 because the device can be used as a screen that they can use in their everyday lives to watch videos and pictures. For instance, instructors and professors can use the projector in their classes to teach interactively. The device could also be used as a screen with the PlayStation game console. It is likely that these individuals are familiar with Sony's brand because of the company's technology products. Because they are millennials, individuals in this category will have the psychographics previously mentioned.

Strategies and Tactics

Goal: The goal of the campaign is to generate sales of the MP-CL1 Pico Projector in the City of Miami.

First Objective

- o (Awareness and acceptance) To generate awareness and acceptance of the MP-CL1 projector among 15% of potential buyers in the City of Miami by May 31, 2016.

First Strategy: To inform target audiences of the benefits of the MP-CL1 projector by engaging with target audiences through interpersonal communications, and provide them of a first-hand experience to interact with the MP-CL1.

Tactics:

1. Tactic: Release the MP-CL1 Pico Projector at the Small Business Expo 2016. The exposition will take place on March 3, 2016. The Small Business Expo 2016 will be an important aspect in the campaign because it will allow the company to interact with target audiences personally through a workshop, and present the device in an exhibition. The device will also be promoted in advertisement from the exposition. Around 3,000 to 7,000 people from the target audience are expected to attend.

    1.1 Assign a special speaker who will be representing Sony at the exposition. This individual will present the device to entrepreneurs, sales representatives, tech visionaries and thought leaders.

    1.2 Allow users to interact with the device.

    1.2.1 Experience the benefits of making presentations with the portable device.

    1.3 Present the opportunity to win an MP-CL1 projector with the campaign "I Screen, You Screen."

    1.3.1 The "I Screen, You Screen" campaign will be an online interactive campaign aiming to encourage a two-way communication between Sony and its target audiences. Potential users of the projector can participate by sharing how the device would help their business or work and personal life in a creative way. Articles,

> videos and pictures that show what they would do with the device will be encouraged.
>
> 1.3.2 Encourage audiences to interact with the company and participate of the contest through the hashtag #IScreenYouScreen and #WithSony.
>
> 1.3.3 The competition will be shared on diverse social media platforms such as Facebook, Twitter and Instagram. The most creative idea will win an MP-CL1 projector.

Second Strategy: To generate acceptance of the MP-CL1 projector by interacting with potential buyers online.

1. Tactic: Create a special website, a blog, and use social media (Facebook, Twitter, Instagram, Snapchat and Vine) to promote all the activities related to the launch of the MP-CL1 projector. Promote the "I screen, You Screen" contest in the website, blog and on social media.

1.1 Post advice articles for entrepreneurs and people in sales on the blog to attract visitors to the blog and to the campaign.

1.2 Pay special attention to the content that will be shared in the "I Screen, You Screen" online contest. Interact with target audiences through comments.

> 1.2.1 Feedback on the MP-CL1 projector, whether positive or negative, shall be recognized and addressed at all times, within a timespan of no more than 24 hours.
>
> 1.2.2 Share videos, pictures and articles or stories that were sent as part of the competition on social media platforms (Facebook, Twitter, Vine and Snapchat).
>
> 1.2.3 Allow people to vote, and therefore determine the winner of the "I Screen, You Screen" article, video or picture.
>
> 1.2.4 Create a geofilter on Snapchat featuring the MP-CL1 projector, and create a story allowing users to share their "I Screen, You Screen" moment.
>
> 1.2.5 Newsletters will be created and delivered to key audiences who are can enlist in Sony's listserv.

Third Strategy: To appeal to the target audience's well-being by distributing information about the MP-CL1 to blogs and major newspapers and magazines in the City of Miami.

1. Tactic: Create a media kit and a digital media kit that will include a news release, an online news release, a video news release, a media advisory, a product specification sheet, photos and drawings with captions of the MP-CL1 and biographical material on the senior executive. These will be formatted as follows:

    1.1 News release, online news release, and video news release: these will emphasize how target audiences can improve their presentations with an innovative portable device capable of screening multimedia in high-quality definition. They will also mention that the device can be used as a portable television screen and can be used with the PlayStation.

    1.2 Product specification sheet: summarize MP-CL1's characteristics including pricing, availability, convenience and how it serves the target audience's needs. The product specification sheet will also include answers to typical questions consumers may ask about the product.

    1.3 Media Advisory: Present information on the Small Business Expo 2016. Inform about Sony's MP-CL1 release at the event. Inform about how newsworthy the event is as an exposition where various companies will present innovative technology products that can improve people's well-being. Emphasize Sony's endeavor to improve people's well-being by presenting a device capable of screening in high-quality definition. Allow people to interact with the device at the event.

        1.3.1 Include, also, information on the "I Screen, You Screen" campaign. Include location, contact information, maps, date and time and purpose of the event.

    1.4 Photos and drawings with captions of the MP-CL1: These photos and drawings will be of the MP-CL1 projector, and of people using the device to make presentations, and use the screen as a television at home.

    1.5 Biographical material on the senior executive: will include biographical information on the companies' most important individuals, including CEO Kazuro Hirai.

    1.6 The media kit and digital media kit will be distributed to the following newspapers in Miami:
    - The Miami Herald
    - The Miami Today
    - The Miami New Times
    - The Sentinel

1.7 The media kit and digital media kit will also be distributed among major business professional magazines:
- The Miami Business Magazine
- Executive South Florida Magazine
- Miami Empresarial
- Florida Trend
- South Florida Business Magazine

1.8 The digital media kit will be posted on social media platforms, such as Facebook, Twitter and Instagram.

1.9 The digital media kit will also be distributed among technology blogs such as:
- Mashable
- Gizmodo
- GigaOM
- ZDNet
- TechCrunch
- Computerworld Blogs
- Official Google Enterprise Blog
- How-To Geek
- ITBusinessEdge.com

1.10 The digital media kit will also be distributed to small business and entrepreneurship blogs such as:
- FitSmallBusiness.com
- Evergreen Small Business
- Location 180
- Strategic Profits
- New Venture Mentor
- Startup Professionals

1.11 Product specification sheets will also be physically distributed as flyers at the Small Business Expo 2016.

1.12 All institutions will be reached through e-mails, and will be contacted later through follow-up calls.

Second Objective:

- o (Acceptance) To create a positive attitude of the MP-CL1 projector among 10% of potential users of the MP-CL1 projector in the City of Miami by May 31, 2016.

First strategy: To generate trust for the Sony brand by engaging in corporate social responsibility endeavors that encourage thriving businesses, sales representatives and entrepreneurs in the City of Miami.

1. Tactic: Encourage entrepreneurship by donating to the University of Miami Business Plan Competition. Many business students participate of the competition to receive funding for their business idea.

    1.1 Make a short presentation that will emphasize how the MP-CL1 will help thriving businesses.

    1.1.1 The presentation will show how MP-CL1 can be used to make multimedia presentations to possible investors.

    1.1.2 The presentation will also include details as to how people can use the device to make presentations to other team members and clients.

    1.2 Donate one MP-CL1 Pico Projector to the winner of the competition.

2. Tactic – Encourage future business professionals who will work in sales by becoming a sponsor of the FIU Global Bilingual Sales Competition. Competitors from Universities across the globe form part of the competition where sales pitches are delivered in Spanish and English. Sony will get a private career exposition in premier location, and a speaker will be able to address attendees.

    2.1 Make a special presentation of the MP-CL1 at the closing event where the winners of the competition will be announced.

    2.2 The presentation will show how MP-CL1 can be used to make multimedia presentations to people who could buy the products or services that the students will be selling.

2.3 The presentation will also include details as to how people can use the device to make presentations to investors, other team members and clients.

2.4 Donate one MP-CL1 Pico Projector to the team that won of the competition.

3. Tactic – Encourage entrepreneurs by becoming a Bronze Sponsor of the Miami Entrepreneurship Center. Through the sponsorship, Sony's logo will be featured on all MEC communications. Sony will be able to reach all members within the organization on their weekly gatherings. Sony will also receive a lobby plaque acknowledgement, and a panel or presentation at an event.

3.1 Interact with members of the MEC at all meetings and add them to Sony's listserv.

3.2 Have a closing event of the campaign at the MEC. Invite the finalists of the "I Screen, You Screen" campaign.

3.3 Have a key speaker at the event who will be presenting the product and its benefits to target audiences.

3.4 Donate one MP-CL1 projector to the winner of the "I Screen, You Screen" campaign.

Second Strategy: To generate trust and credibility among target audiences by getting corporate social responsibility endeavors published in newspapers, magazines and blogs.

1. Tactic: create news releases, online news releases, video news releases, a product specification sheet and media advisories about each of the CSR events that will be taking place. These documents will be formatted as follows:

1.1 News releases, online news releases and video news releases: will be created for each of the events and sent to specific newspapers, magazines and blog writers previously mentioned. They will include information about each event, and will emphasize Sony's endeavor to help businesses in the City of Miami.

1.2 Product specification sheet: summarize MP-CL1's characteristics including pricing, availability, convenience and how it serves the target audience's needs. The product specification sheet will also include answers to typical questions consumers may have about the product.

1.3 Media Advisory: Present information on each of the events taking place; including date, time and reason of the event, as well as possible story angles emphasizing Sony's endeavors to help people's well-being in the City of Miami.

1.4 Distribute the news releases, online news releases, video news releases and media advisories to all major newspapers in Miami where the media kit was sent.

1.5 The news releases, online news releases, video news releases and media advisories will be posted on social media platforms, such as Facebook, Twitter and Instagram.

1.6 Product specification sheets will also be physically distributed as flyers at all of the events where the MP-CL1 will be presented.

1.7 All institutions will be reached will be contacted later through follow-up calls.

Third Objective:

- (Action) To generate sales of at least 100 devices in the City of Miami by May 31, 2016.
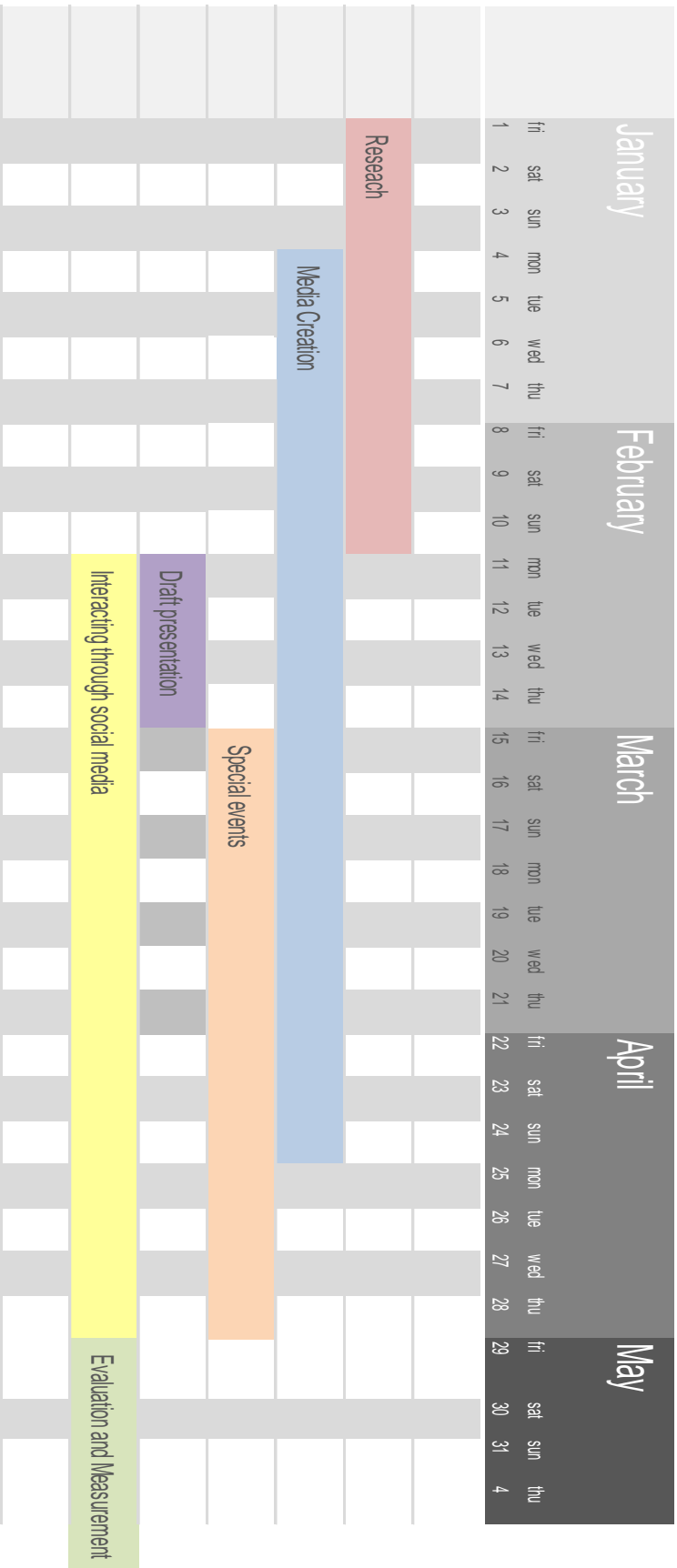
Strategy: To invest in advertisements that will portray the projector's capability to increase the target audience's well-being by purchasing a device that presents images in high-quality definition.

1. Tactic- Advertise through billboard placements, bus advertisements and junior posters that will be posted across downtown Miami.
   1.1 The advertisements shall show people making presentations with the MP-CL1 Pico Projector.
2. Tactic - Create a 30-second video spot that shows the multiple uses of the MP-CL1 projector.
   2.1 Feature business people making presentations
   2.2 People watching movies at home
   2.3 Using the device by connecting it to the PlayStation
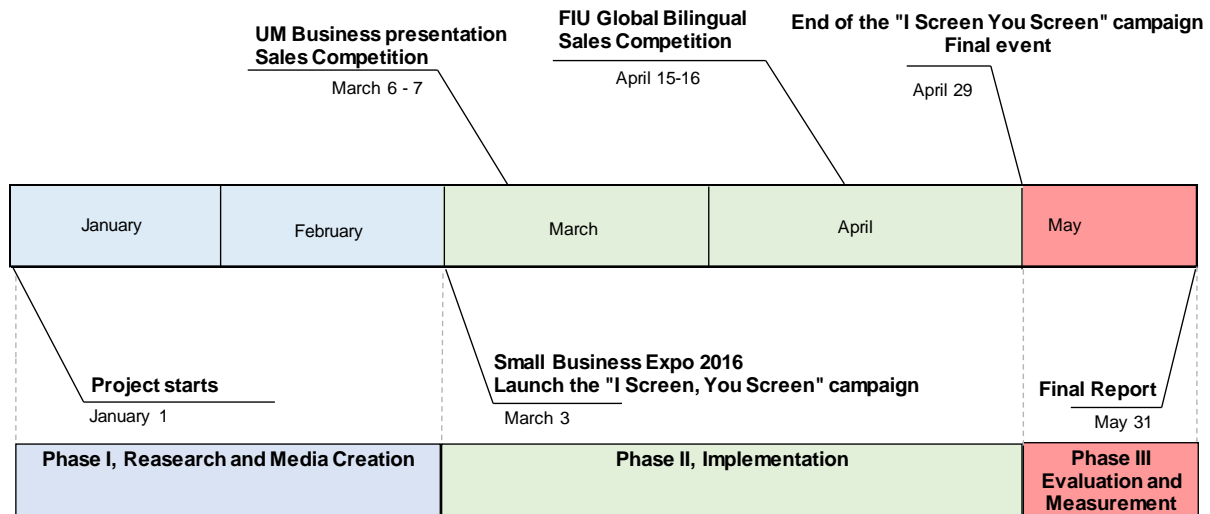   2.4 Distribute the 30-second video through social media platforms such as YouTube, Facebook, Twitter and Instagram.

MP-CL1 Communication Plan Timeline

Start Date: _1/1/2016_

	January						February						March						April						May				
	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	mon	tue	wed	thu	fri	sat	sun	thu
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	4

Reseach

Media Creation

Interacting through social media

Draft presentation

Special events

Evaluation and Measurement

Timeline

Sony MP-CL1 Campaign
Timeline

By January 15: Prepare focus group discussion topics, determine locations for the focus groups. Prepare a questionnaire for in-depth interviews with at least three individuals from the target audience.

By January 20: Determine research participants for focus groups and in-depth questions. Get in-depth interviewees through the Miami Entrepreneurship Club.

By January 21: Organize the focus group and engage in a discussion.

By January 29: Analyze all the information provided by the focus group.

By February 1: Hold in-depth interviews.

By February 19: Analyze information from in-depth interviews and determine best practices to reach the target audiences.

By February 19: Prepare material for the MP-CL1 blog and for the #IScreenYouScreen competition. Prepare for the Small Business Expo presentation.

By February 22 – 26: Finalize arrangements for advertisements. Record the promotional video.

By February 29: Send the media kit to major newspapers. Engage in follow-up calls with all organizations.

By March 1 – 2: Official release of the MP-CL1 Pico Projector. Post promotional video on YouTube, Facebook, Twitter and Instagram. Have a geofilter from Snapchat in Downtown Miami. Advertisements across Miami must start on March 1.

By March 3 – Present the MP-CL1 in the Small Business Expo presentation. Start the "I Screen, You Screen" competition. Send press releases, fact sheets and pitches newspapers, magazines and blogs.

By March 7-10: Interact with target audiences through social media and the blog to ensure a consistent two-way communication model. Engage with the MEC through their weekly meetings and present the projector to members.

By April 6-7 – Go to the UM business competition winner announcement ceremony at the Business Plan Competition Banquet. Donate an MP-CL1 Pico Projector to whomever won the competition.

April 15-16 – Go to the FIU Global Bilingual Sales Competition award ceremony. Donate an MP-CL1 Pico Projector to whomever won the competition.

April 29 – Hold one final event where the person who won the "I Screen, You Screen" campaign will be announced. Invite all finalists of the competition. Donate one MP-CL1 Pico Projector to the winner.

By May 11 – Look for people who can form part of the evaluation through a focus group and for in-depth interviews.

By May 15 – Hold a focus group

By May 20 – Analyze information gathered form the focus group and in-depth interviews.

By May 25 – Analyze results from media placement, and internet-wide mentions. Analyze

By May 31 – Check whether the campaign had a ROI by analyzing how many MP-CL1 projectors where sold since the campaign began.
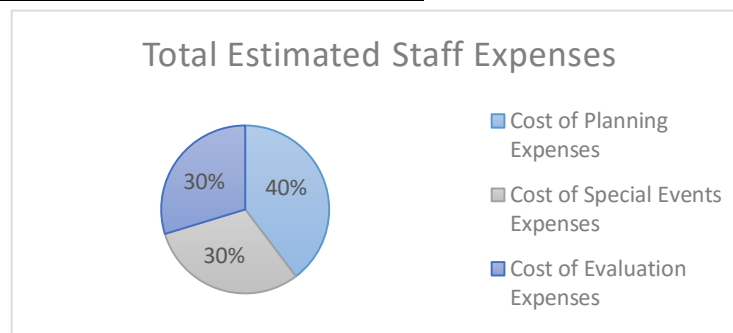
Budget

Staff Expenses

Planning			
Title	**Rate**	**Estimate Total**	**Percentage of Budget**
Principal	$280 per hour	$8,400.00	72.29%
Account Associate I	$180 per hour	$1,800.00	15.49%
Account Associate II	$150 per hour	$1,000.00	8.61%
Staff	$60 per hour	$300.00	2.58%
Focus Group and in-depth interview compensation	$20 to each	$120.00	1.03%
	Total	$11,620.00	

Special Events			
Title	**Rate**	**Estimate total**	**Percentage of Budget**
Principal	$280 per hour	$5,600.00	62.50%
Account Associate I	$180 per hour	$1,800.00	20.09%
Account Associate II	$150 per hour	$1,200.00	13.39%
Staff	$60 per hour	$360.00	4.02%
	Total	$8,960.00	

Evaluation			
Title	**Rate**	**Estimate total**	**Percentage of Budget**
Principal	$280 per hour	$5,600.00	64.37%
Account Associate I	$180 per hour	$1,800.00	20.69%
Account Associate II	$150 per hour	$1,000.00	11.49%
Staff	$60 per hour	$300.00	3.45%
	Total	$8,700.00	

|	
Cost of Planning Expenses	$11,620.00
Cost of Special Events Expenses	$8,960.00
Cost of Evaluation Expenses	$8,700.00
Total Estimated Staff Expenses	**$29,280.00**

Total Estimated Staff Expenses

- Cost of Planning Expenses
- Cost of Special Events Expenses
- Cost of Evaluation Expenses

Out-of-Pocket Expenses

Sponsorship CSR		
Material	**Cost**	**Percentage of budget**
Miami Entrepreneurship Center Bronze Sponsor	$5,000.00	24.94%
UM Business Competition	$5,000.00	24.94%
FIU Business Competition	$3,000.00	14.96%
Small Business Expo 2016	$6,000.00	29.93%
MP-CL1 Donation. $350 x 3	$1,050.00	5.24%
Total	$20,050.00	

Closing Event		
Material	**Cost**	**Percentage of budget**
Venue (MEC)	$0.00	0.00%
Decorations	$100.00	28.57%
Catering (Dunkin Donuts coffee, donuts)		
Coffee: Box O' Joe $18 x 5	$90.00	25.71%
12-pack of Donuts $12x5	$60.00	17.14%
Invitations, Flyers	$200.00	57.14%
Total	$350.00	

Promotional Material		
Material	**Cost**	**Percentage of budget**
Video	$5,000.00	56.82%
Facebook Post Boost	$500.00	5.68%
Snapchat Geofilter $20 per 1,000 views	$100.00	1.14%
Pictures	$1,000.00	11.36%
Flyers	$200.00	2.27%
Junior Poster	$750.00	8.52%
Full Back Tail (Bus)	$1,250.00	14.20%
Total	$8,800.00	

Cost of Sponsorship CSR	$20,050.00
Closing Event Estimate Cost	$350.00
Promotional Material Total Estimate Cost	$8,800.00
Total Estimated Out-of-Pocket Expenses	**$29,200.00**

Total Estimated Out-of-Pocket Expenses

- 30%
- 1%
- 69%

- Cost of Sponsorship CSR
- Closing Event Estimate Cost
- Promotional Material Total Estimate Cost
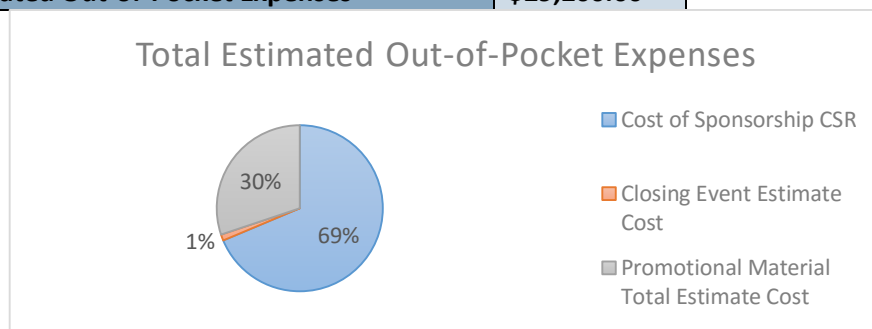
Measurement and Evaluation

Before the campaign begins, conduct a focus group with at least six individuals from the target audience. Prepare a questionnaire for in-depth interviews with at least three individuals from the target audience.

1. **Objective (Awareness and acceptance):** To generate awareness and acceptance of the MP-CL1 projector among 15% of potential buyers in the City of Miami by May 31, 2016.

- Count the number of attendees to measure the success of the Small Business Expo 2016. Observe interactions of the people who attended and provide an exit survey.
- To measure online interactions, count all the mentions of the "I Screen, You Screen" campaign on all social media used. Count how many used the #IScreenYouScreen and #WithSony hashtag. Count all the submissions people make to the campaign; and all comments, likes, and shares of all submissions.
- To measure the success of the website and the blog, count website views, social media and all internet-wide mentions.
- Count the number of people reached through emails.
- To measure media exposure, show placements of the projector on news coverage in print and online news. Count the number of the publications, dates when they were published and how frequently they were published. Evaluate the size of the articles that are posted, and whether the article had a positive, negative or neutral tone.
- Conduct research at the end of the campaign. Conduct focus groups, in-depth interviews with at least three individuals from the target audience.
- Evaluate the Snapchat Geofilter campaign by calculating how much the company was charged; $20 for each 1,000 views.

2. **Objective (Acceptance):** To create a positive attitude of the MP-CL1 projector among 10% of potential users of the MP-CL1 projector in the City of Miami by May 31, 2016.

- Count how many people attended to all of the events. Observe the attendees' reactions to the device and their non-verbal cues. Also, have an exit survey.
- To measure online interactions, count all the mentions of Sony at all of the events on social media; including comments, likes and shares. Analyze the content based on internal social media metrics. Count all internet-wide mentions.

- Show placement on media and evaluate content on publications as previously stated.
- Have focus groups and in-depth interviews at the end of the campaign.

1. **Objective (Action):** To generate sales of at least 100 devices in the City of Miami by May 31, 2016.
- Track sales of the MP-CL1 projector.
- Measure the CPM=Impressions/Cost:
- CPM= 36,931/7,750 = $4.765

Research

About the client:

1. How are Sony's finances?
2. What are Sony's strengths, weaknesses, opportunities and threats?
3. How recognized is Sony's brand?

About the device:

1. What makes this device unique?
2. How does it compare to the competition?
3. Who would be interested in buying it?
4. How can the device help people?

Works Cited

Situation Analysis

To learn more about Sony, I went through the company's financial statements. I learned how Sony is doing financially, and how important it is for the company to sell the MP-CL1. I realized that, although the company does make the product, they are now more invested into selling gaming consoles in general. That was a very important detail, because it helped me shape the communication plan properly. I visited Sony's website that promotes the device and learned about the product. I learned what makes the product unique and why. I learned about Sony and the brand it has. I also learned about products the company sells that show how innovative the company has been.

To learn more about the Pico projector, I looked at the Pico projector market. I also looked at what customers said about the MP-CL1. I found a couple interesting commentaries that compared the MP-CL1 to other Pico projectors.

Adelstein, J. (2014, November 14). How Sony Is Turning into a Ghost in Japan and Around the World. Retrieved April 11, 2016, from http://kotaku.com/5960411/how-sony-is-turning-into-a-ghost-in-japan-and-around-the-world

Amazon.com. (2015). Sony Portable HD Mobile Projector. Retrieved April 11, 2016, from http://www.amazon.com/Sony-Portable-Projector-Connectivity-MPCL1/dp/B015CCT1XW

Apple Inc. (2016). Miroir HD Projector MP150. Retrieved April 11, 2016, from http://www.apple.com/shop/product/HHLM2ZM/B/miroir-hd-projector-mp150

Atkinson, C. (2014). Sony hack hurts more than stars' egos - brand loyalty takes a hit. Retrieved April 08, 2016, from http://nypost.com/2014/12/15/sony-hack-hurts-more-than-stars-egos-brand-loyalty-takes-a-hit/

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Grand View Research. (2014, December). Pico Projector Market Analysis By Product By Technology, By Application, And Segment Forecast to 2022. Retrieved April 09, 2016, from http://www.grandviewresearch.com/industry-analysis/pico-projector-industry

Hansen, B. (2016). Sony Xperia Acro S – The First Truly Waterproof Android. Retrieved April 11, 2016, from http://androidfact.com/sony-xperia-acro-s-the-first-truly-waterproof-android/

Sony Corporation. (2015, December 31). Consolidated Financial Results for the Third Quarter Ended December 31, 2015. Retrieved April 11, 2016. http://www.sony.net/SonyInfo/IR/library/fr/15q3_sony.pdf

Sony MP-CL1 mobile projector from Sony. (2015). Retrieved April 11, 2016, from http://www.sony.com/electronics/projector/mp-cl1

Thorp, D. (2015, September 25). Sony MP-CL1 projector review. Retrieved April 11, 2016, from http://www.techradar.com/us/reviews/pc-mac/monitors-and-projectors/sony-mp-cl1-projector-1305173/review

Target audience

I looked into demographics within the City of Miami, and into psychographics of millennials and generation x individuals and their media use. I also looked at websites where I could find out more about Sony's branding to see what generation is more familiarized with the company's brand.

Downtown Miami Development Study. (2014). Downtown Miami Population. Retrieved April 9, 2016, from http://www.miamidda.com/pdf/2014-downtown-miami-population.pdf

Infographic: See Which Devices Your Target Audience Is Using. (2015, April 12). Retrieved April 11, 2016, from http://www.adweek.com/news/technology/infographic-here-are-devices-your-target-audience-using-164026

Interbrand. (2015). Creating and Managing Brand Value™. Retrieved April 08, 2016, from http://interbrand.com/best-brands/best-global-brands/2015/ranking/sony/

Moosylvania.com. (2015). A Labor of Like, Millennials 2015 Favorite Brands Report. Retrieved April 9, 2016, from http://moosylvania.com/millennials/Moosylvania_Millennial_Study_2015.pdf

Pew Research Center. (2014). Generation X: America's neglected 'middle child'. Retrieved April 06, 2016, from http://www.pewresearch.org/fact-tank/2014/06/05/generation-x-americas-neglected-middle-child/

Sony MP-CL1 mobile projector from Sony. (2015). Retrieved April 11, 2016, from http://www.sony.com/electronics/projector/mp-cl1

U.S. Department of Education Institute of Education Sciences National Center for Education Statistics. (2016). Florida International University. Retrieved April 08, 2016, from http://nces.ed.gov/collegenavigator/?s=FL

United States Census Bureau. (2015, July). Miami-Dade County, Florida Population estimates. Retrieved April 05, 2016, from http://www.census.gov/quickfacts/table/PST045215/12086

Strategies/Objectives

I wanted to get a way to promote the MP-CL1 and also help Sony's image among the target audience. So I learned more about business competitions where the device could be promoted.

Berman, S. (2016). 10 Best Tech Blogs. Retrieved April 09, 2016, from http://insidetech.monster.com/benefits/articles/8537-10-best-tech-blogs

Global Bilingual Sales Competition. (2016). FIU Global Bilingual Sales Competition. Retrieved April 11, 2016, from https://fiucobcp.hobsonsradius.com/ssc/aform/Gfx820Kx67020x670cfq.ssc

Rogers, T. (2016, January 25). Here's a Look at What Makes Certain Events More Newsworthy Than Others. Retrieved April 09, 2016, from http://journalism.about.com/od/reporting/a/newsworthy.htm

University of Miami School of Business. (2015). University of Miami Business Plan Competition Schedule. Retrieved April 09, 2016, from http://www.bus.miami.edu/events/entrep-competition/schedule/index.html

Sponsorships

I looked into several opportunities for the company to reach the target audience through CSR that could help improve the attitude that target audiences had about Sony. Because Sony is a foreign company that sells its products all around the world, it was necessary for me to find a way to frame the communication plan and try to show how the plan could be implemented in the City of Miami.

Global Bilingual Sales Competition. (2016). FIU Global Bilingual Sales Competition. Retrieved April 11, 2016, from https://fiucobcp.hobsonsradius.com/ssc/aform/Gfx820Kx67020x670cfq.ssc

Miami Entrepreneurship Center. (2016). Sponsor Opportunities - Miami Entrepreneurship Center. Retrieved April 11, 2016, from http://mec261.org/sponsor-opportunities/

University of Miami School of Business, Business Plan Competition. (2016). Retrieved April 11, 2016, from http://www.bus.miami.edu/events/entrep-competition/schedule/index.html

Budget

I looked into different costs of advertisements and other costs that the company might inquire.

Austin, C. (2012). THE BILLIONAIRES' CLUB: Only 36 Companies Have $1,000 Million-Plus Ad Budgets. Retrieved April 11, 2016, from http://www.businessinsider.com/the-35-companies-that-spent-1-billion-on-ads-in-2011-2012-11?op=1

Blue Line Media. (2016). Bus Advertising. Retrieved April 11, 2016, from http://www.bluelinemedia.com/bus-advertising

Carman, A. (2016). Snapchat will let you buy temporary, on-demand geofilters for your next party. Retrieved April 11, 2016, from http://www.theverge.com/2016/2/22/11092406/snapchat-rent-custom-geofilter-launch

Dunkin' Donuts Prices - Fast Food Menu Prices. (2016). Retrieved April 12, 2016, from http://www.fastfoodmenuprices.com/dunkin-donuts-prices/

Fort Lauderdale Video Production Costs. (n.d.). Video Production Costs. Retrieved April 11, 2016, from http://floridavideoproductionhq.com/florida-video-production/video-production-fort-lauderdale-fl/fort-lauderdale-video-production-costs/