

# SONY

Sony Corporation, Public Relations Plan 2018

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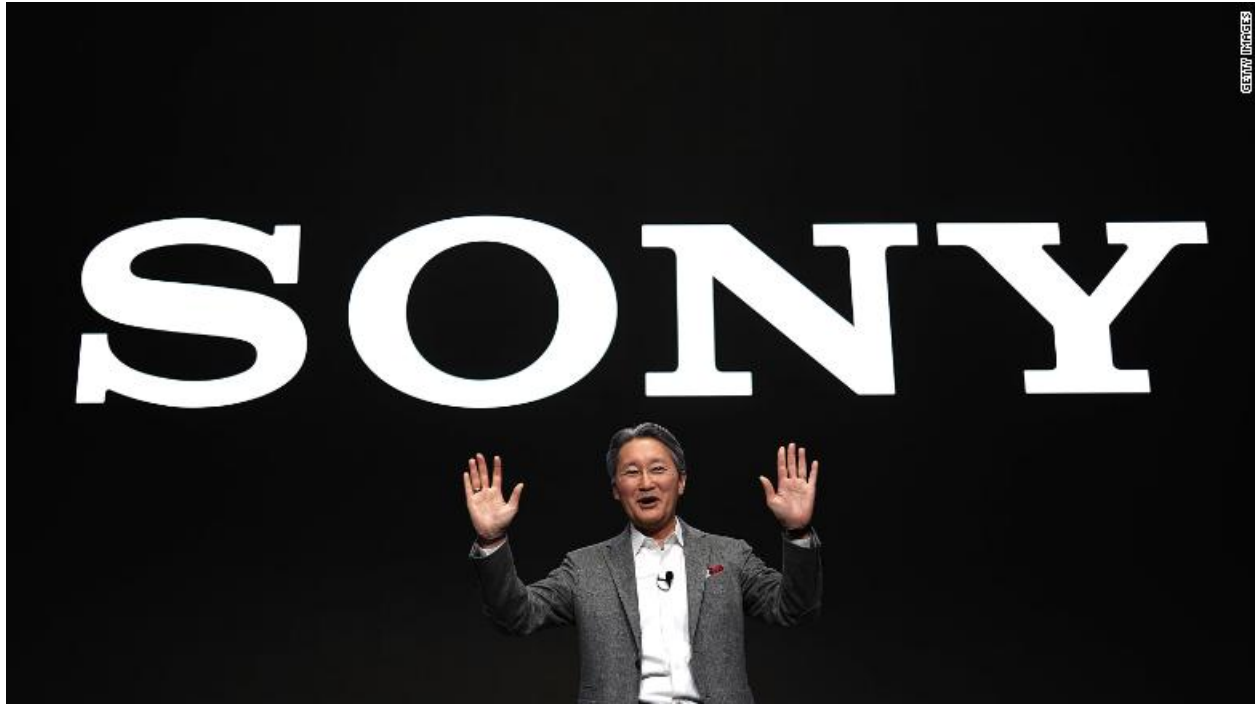
[www.sony.com/en\\_us/](http://www.sony.com/en_us/)

## Table of Contents

I.	Introduction.....	3
II.	Situation Analysis.....	4
III.	Purpose and Objectives.....	5
IV.	Key Publics.....	6
V.	Ways to Evaluate Success.....	7
VI.	SWOT Analysis.....	8
VII.	Competing Companies.....	9
VIII.	Communication Issues/Solutions.....	10
IX.	Timeline of Addressing Issues and Needs.....	11
X.	Staff Responsibilities.....	12
XI.	Budget.....	13
XII.	Example News Releases.....	14-18
XIII.	Contact Info/Conclusion.....	19

## *Introduction*

Sony is a diverse technological company that counts on innovation and a passion to create new forms of entertainment. The company sells products ranging from computers to t.v.'s. They produce movies and television shows. They distribute and publish music within Sony's publishing branches. These things emphasises what Sony's mission statement. "At Sony, our mission is to be a company that inspires and fulfills your curiosity. With ground-breaking new excitement and entertainment in ways that only Sony can. Everything we do, is to move you emotionally."



## Situation Analysis

IN 1946, Masaru Ibuka started a small business in Tokyo that was only 20 employees. When it first was created the company was named Tokyo Telecommunications Engineering Corporation. In 1955 Ibuka changed its name to Sony to establish a brand identity and to expand the name globally instead of just a Japanese brand.

As of 2015, Sony has been reducing its own stores and opening more in store shops with other companies. Now there are only flagship stores open in Los Angeles and New York now, as well



as Tokyo. There are more than 400 in store Sony stores today, and more than 100 showrooms that contain Sony products that ran by other retailers.

## Purpose and Objectives

The purpose of this public relations plan is to highlight Sony's strengths while trying to create a solution for their weaknesses. Additionally to show Sony's target audience and best show how they could more effectively reach them. Recognizing key publics will be a huge priority while addressing how to best effectively communicate with the media. Being able to retain customers is vital and gain new ones would be strategically discussed as well.

OBJECTIVES:

- Highlight Sony's strengths
- Created Solutions for Sony's weaknesses
- Show how to reach Sony's target audiences
- Recognize Key Publics
- How to best communicate with the media

#### NEEDS:

- To better market products to key publics
- Regain prominence as a premier brand
- Understand customer relations

#### BENEFITS:

- The Sony brand covers many aspects of entertainment, from television, movies, electronics, and music. There is a selling point from all division within the company.
- Sony has a premier product in the Playstation consoles that can bring loyal customers without marketing toward them.

## Key Publics

Sony's products are for people of all ages but attract teens and adults in their twenties. Since Sony creates so many products they are able to reach these groups of all ages. You cannot put Sony in a box because they cover entertainment from different avenues like making cameras but also making televisions. Sony uses innovation to keep the public interested by always adding more to existing products that customers can use everyday.

DEMOGRAPHIC: Customers of all ages especially teens and young adults. Needs to do better focusing on the women's market.

BEHAVIORAL: Need any type of electronic device, or form of in home entertainment for everyday use.

GEOGRAPHIC: This is a international corporation that caters to many areas, especially overseas since they have a headquarters in Tokyo.

PSYCHOGRAPHIC: Teens and young adults interested in electronic products or music services



## Ways to evaluate Success

1.) **Competitors**: One way to evaluate Sony's success is to compare it with its top competition. This will show what Sony would have to do to either gain an upper hand or keep it. Keeping a better reputation than the competition while learning from their mistakes. Keeping an eye out for them would better Sony make vital decisions in the future.

**2.)Social Media:** Another is establishing a social media presence. This must connect with establishing customers new and old. It highlights new products and old and allows instant consumer feedback. This feedback can then be turned into data which allows tracking of what people like and don't like. Sony has numerous instagram, twitter, and facebook profiles that focuses on each individual entertainment outlet.

**3.)Profitability:** Profits is the obvious answer of success to see what is selling and what is not. If you are not selling a particular product either stop producing it or make it better. Sony has numerous ways of profiting so focusing on each aspect is key so one type does not fall profitably behind the others.

## SWOT ANALYSIS

The following table will focus on the Strengths, Weaknesses, Opportunities, and Threats involving Sony.

<p>Strengths:</p> <ul style="list-style-type: none"> <li>• Diverse set of products to sell</li> <li>• Already established brand</li> <li>• Holds one of the top selling products (Playstation)</li> </ul>	<p>Weaknesses:</p> <ul style="list-style-type: none"> <li>• High cost of media production</li> <li>• Losing money in some areas</li> <li>• Distortion in brand awareness</li> </ul>
<p>Opportunities:</p> <ul style="list-style-type: none"> <li>• Ability to combine numerous divisions of their company</li> <li>• Ability to start a streaming service</li> </ul>	<p>Threats:</p> <ul style="list-style-type: none"> <li>• Price competition</li> <li>• Hacking concerns</li> <li>• Apple innovations</li> </ul>

Issues After SWOT: 1.) Production company cost differ year to year based on content which varies. 2.) Diverse set of products is a weakness and a strength both have negative/positives effects. 3.) Hacking concerns are spontaneous, no one knows when they will happen, so there is no way to prepare.

## Competing Companies

The Following companies are Sony's main competitors:

- Samsung- established in S. Korea, all around technology developer
- Life's Good (LG)- South Korean Company specializes in electronic products

- Panasonic- Founded in Japan, one of world leaders in television sales
- Apple- Regarded as most valuable electronics brand
- Dell- Sells computers and and televisions, as well as computer software
- Canon- competitor in the digital camera industry also based in Tokyo
- Universal Studios- one of the oldest film studios, based in LA



**Canon**



**SAMSUNG**

**DELL**™

## Communication Issues/Solutions

Issues:

1.) Too Large Portfolio?: Sony has many sub brands under the Sony name. Which could be a negative because the customer could be confused about which one they need or want. Many electronics that Sony produces are identical which could shift the focus of customers to other brands.

1.) Solution: Shrink or discontinue some of the sub brands to focus on one or two particular ones.

Use the two most profitable ones and focus on building those to help establish customer trust.

2.) Drop in market value?: Sony's products have taken a dip in sales in more than one aspect.

With the television aspect and the entertainment division as well. Competitors have seemed to surpass Sony hurting the brand name.

2.) Solution: We must know our demographics and buying habits of consumers. See what they are buying and try to produce those things while trying to create for the future as well.

3.) Hacking Concerns?: Sony has been hacked a couple times in the gaming division of Sony.

The (PSN) or Playstation Network which caused servers to go down and customer information to be leaked.

3.) Solution: Regain customer confidence with security tips and solutions provided online.

Reach out via social media stating we are handling the situation and guaranteeing customer safety.

Timeline of Addressing Issues and Needs

1. Sony has been known for having an array of products for many years. The vast list of acquisitions owned has grown over the years, and not stopped. If Sony sells one of those sub brands like Acuff- Rose Music which estimated value is about \$157,000,000. And use that money to put into another one by June 24, 2018 the plan could boost revenue.
2. Sony must know the demographics of their customers to best market for them. Now analytics are so important we must pay attention to them to best help the company. If the right amount of resources are given into advertisements in the right way by July 2018 we could see a increase in customer support.
3. Sony has no control over who or when a hacker strikes so they must be prepared at all times. Since there are so many users online at the same time it could cause the servers to crash. Sony could put more money behind the protection of its servers by selling an underperforming sub company. By July 2018 there could be a better protection over Sony's servers due to an increase in company funding.



## Staff Responsibilities

Employees are one of the key roles of helping establish brand trust. It creates a link between the company and customer that sometimes effects what a customer will or will not buy. Making sure the staff has all the right tools to succeed is key for customer relations. Since Sony doesn't have many full stores anymore creating the best buying environment for the customer is easier than ever.

1. Floor Staff: Tasked with creating a friendly environment for the customer with answering important questions. Needs to be knowledgeable with all products in store so they could sell any item.
2. Managers: Not only do managers need to know about Sony products but the competitors. To let the customers know what makes our brand more valuable or useful to them. Plus make sure that the floor staff is handling situations correctly.
3. Marketing Group: Tasked with best connecting new and old products to the customer. Through social media, billboards, or commercials, Sony needs to have a presence that is stronger than its competitors. This is the first step to rebranding Sony as a premier electronics company.
4. Chairman of the Board of Directors: Osamu Nagayama, determines management policies and oversees the performance of all the other directors of the corporate officers. He appoints or dismisses anyone who is not eligible to help run the company efficiently and effectively.

## Budget

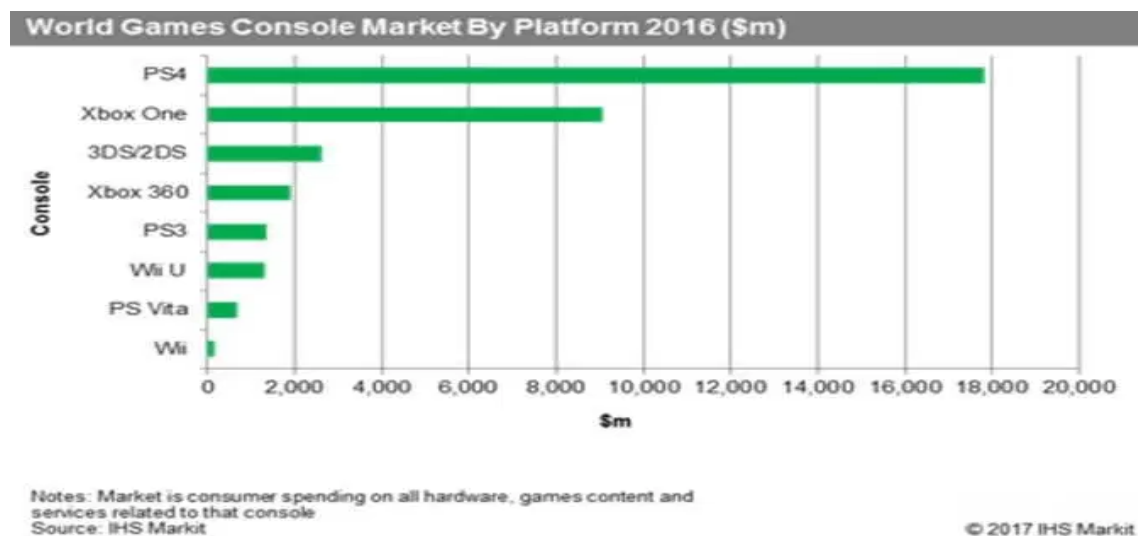
Stock Market Ticker and Symbol:

Sony Corp (ADR) 49.41 USD

NYSE; SNE - 4:01 PM EDT -0.35 (0.70%)

## Sony's Budget/Earnings of 2017

- Sony's Global Corp Revenue: 68.35 billion USD
- Sony's net income: 659 million USD
- Sony's number of employees: 128.4 K
- Sony's advertisement cost: 3.27 billion USD
- TV Unit Sales: 12.1 million
- Playstation 4 unit sales: 20 million



### Example New Releases

The next couple of pages will consist of sample news releases and features written only for this Public Relations Plan.

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## For Immediate Release:

### Sony To Start New Internship Contest

**New York - March 9, 2018-** Starting next week Sony customers would be able to enter Sony's internship contest. The contest originally was intended only for college students but now it has been expanded to anyone who downloads the Sony Entertainment application. The contest is to better diversify Sony's social media outreach.

The details about the rules and regulations are all contained on the app after you download it. If you haven't yet here are a couple guidelines it would ask of you.

- You must be 18 years of age or older
- Essay must be 500 words or more
- Must be uploaded onto Sony app
- Essay must be contain one of the given topics on the app

While the contest is just now opening the contest won't be open for that long. The deadline to submit your paper is April 9, 2018. The contest has a short deadline to make sure the winner gets

started right away. The winner of the contest would not only get an internship at Sony. They would also get an all expense paid trip to the Sony headquarters in Tokyo, Japan.

“ I am excited to expand our social media presence with a diverse group of new writers, this will ultimately bring us closer to our fans”, says Kenichiro Yoshida, Sony’s CFO.

Link to article for Sony’s Internship Contest: <http://www.sonyrewards.com/en/home/welcome>

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## Playstation Through the Years

How Does Playstation Get Better and Better

**April 12, 2018** - Do you get gifts, that you use for a week or two then forget about it? Have you noticed you have to have multiple devices to have fun in your own home? Playstation can single handedly solve both of those problems.

The consistency that Sony has in its products through the years have been incomparable to any other brand. Their track record of technology that breaks the mold of other companies have been going on for years,

Most noticeably the Playstation consoles have been sold millions of times around the world. There are four iterations of the Playstation since its launch back in 1995. The Playstation 1, which was first released in Japan.

The first Playstation created a new culture around 3D gaming for a generation that was waiting for something different. This phenomenon then sprouted a want from customers to produce something more from Sony.

The Playstation 2 was released in 2000 for \$299 and took the Playstation brand to another level. It contained much more features than the first and was selling out store around the world.



**(Which Playstation Console is your favorite)**

The use of CD's and memory cards to save game content was a fan favorite, to allow customers to have a better experience. Two of the components that have transferred to even today's consoles.

Since then Sony has had competition with Microsoft's XBOX consoles, and Nintendo's Wii consoles. This competition has overall helped Sony expand the Playstation brand to a new level.

The Playstation 3 that dropped in 2006 for \$499 was a breakthrough displaying HD quality graphics on a videogame that was unheard of. Yes the price did increase but so did the capabilities it contained.



**(Sony President Kazuo Hirai at a Press Conference)**

Now able to play movies on a CD or being able to download it offline on playstation store. The internet capabilities were a bonus, browsing the internet on a console was astonishing.

The Playstation 4 the latest console released in 2013 and is obviously the most capable of all the consoles. Containing more memory and better graphics than the previous iterations. That allow a full entertainment system in one system.

The jump from Playstation 3 to 4 was a huge difference not only internally but architecturally. It was said that the Playstation 4 is 10 times more powerful than its predecessor. Sony answered all the request from users from around the world, in wanting something different.

Playstation lost that bulky design, and created a more portable and lightweight console that was more accessible. Since then, Sony has created enhanced Playstation 4's that are more powerful than any of its competitors gaming systems.

There is no official word on when the Playstation 5 will be released, but some rumors say it will not release until 2020. This long wait have fans eager to find out what Sony has planned now that technological advances have increased.

Sony has yet to disappoint and could have major fan favorite features returning like backward capability. Also, a new VR headset that is able to play most of the games that come out.

With Microsoft also planning to come out with a new console in the near future Sony will have to bring something amazing with the Playstation 5.

Sony's commitment to the fans and the joy of breaking the mold earned Playstation the number 1 spot on [Times.com](http://Times.com) best selling products of all time list. While looking forward to the future of Playstation it seems that there is no end to what Sony is capable of.

Visit: <https://www.sony.com/electronics/playstation>

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**FOR IMMEDIATE RELEASE:**

**Sony to release limited edition CD player**

**New York - Feb. 22, 2018** - Sony to release a limited edition CD player that is unlike anything that you have ever seen. Buyers would have to move quick to purchase one though because supplies are limited.

Sony's CFO Kenichiro Yoshida, who was recently named president , said this new version of the CD player could revitalize Sony's place in the electronics business.

“ When they came to me with the idea, I was immediately on board, collectors would be big fans of what we have in store for them in the coming months,” said Yoshida.

Now that this generation is hooked on nostalgia, with constant renditions of past products coming out again. Sony has jumped on board with putting a new spin on something that was once trending.

Kenichiro Yoshida stated, “ Hopefully we can reach the younger audience, who probably don't even know what a CD player is.”

Sony plans on releasing this product in the near future, but is confirmed to launch first in Tokyo.

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## Conclusion

This PR plan was created to highlight strength and weaknesses of Sony Corporation main assets. Sony is a prestigious brand that should be at the top with the entertainment competition. It is the only company that can tackle so many products under one company name and still have relevance throughout the world. The hope of this is to gain a better understanding to what the company must do to solve problems and prevent them from happening. “At Sony, our mission is to be a company that inspires and fulfills your curiosity. With ground-breaking new excitement and entertainment in ways that only Sony can. Everything we do, is to move you emotionally.”

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