

Revolutionizing Media and Subscription Strategy for Sony Entertainment Network

The Problem

As EMEA Digital Director for Sony Entertainment Network (SEN) and PlayStation Network, you were tasked with managing budget allocation and strategic planning across 15 diverse markets. While SEN's offerings extended beyond games to include movies, music, and box sets, competition from industry giants like iTunes, Google Play, and Netflix posed a significant challenge. To differentiate SEN's services and cut through the noise in a crowded market, you had to maximize marketing efficiency and engagement on a closely scrutinized budget.

The Solution

To address these challenges, you developed and implemented an innovative approach anchored by a proprietary tool you humorously named "Sony Alligator" (a typographical play on "Allocator"). This cutting-edge tool revolutionized the way budget planning and campaign strategies were executed:

Data-Driven Budget Allocation:

Comprehensive Analysis: Sony Alligator analyzed multiple data points from across the 15 markets, including:

PlayStation ownership metrics

Average basket values and subscription data

GDP per capita and personal entertainment usage

Brand awareness metrics and market potential

This robust analysis enabled precise, need-based allocation of marketing budgets, ensuring resources were directed to the markets with the highest potential for growth and ROI.

Centralized and Localized Collaboration:

Collaborated with local Sony teams in each of the 15 markets to gather localized data, providing critical insights into market-specific trends and audience behaviors.

Combined these insights with desk research from the centralized team to create a unified strategy that balanced global objectives with local nuances.

Integration with Sony's Ecosystem:

Embedded Alligator data into Sony's CRM, Data Management, and CMS systems to streamline operations and ensure cohesive execution across markets.

Leveraged this integrated approach to identify opportunities for cross-selling and upselling within the Sony Entertainment Network.

Campaign Implementation and Continuous Optimization:

Transformed data into action by creating highly targeted campaigns on Google, Meta (Facebook and Instagram), and Amazon platforms, ensuring messaging was relevant and impactful.

Continuously fed campaign performance data, such as brand awareness metrics, ad engagements, and e-commerce sales, back into Alligator to refine strategies and improve efficiency.

Retargeting and Loyalty Enhancement:

Utilized enhanced data planning to implement retargeting strategies, encouraging return purchases and increasing customer lifetime value.

Focused on delivering a richer experience for existing subscribers, bolstering retention rates and promoting loyalty.



Sony
Entertainment
Network



PlayStation®
Network

The Results

Your innovative and data-driven approach yielded remarkable results:

Subscription Growth: Achieved a 12% improvement in new subscription acquisitions across the 15 markets within a year.

Enhanced Retention: Boosted return purchases and customer loyalty through retargeting and personalized campaigns.

Operational Efficiency: Enabled a more efficient and dynamic allocation of marketing budgets, ensuring every euro spent contributed to measurable impact.

Award-Winning Campaigns: The innovative data planning campaigns garnered industry recognition, earning multiple awards for excellence in multi-market strategy and execution.

Higher Engagement: Delivered improved ad engagement rates and strengthened brand awareness metrics, further solidifying SEN's position in the market.

Key Learnings and Takeaways

This case study underscores the transformative power of combining innovative tools, centralized data planning, and localized insights to compete effectively in a crowded market. By creating Sony Alligator and embedding it within the broader organizational ecosystem, you established a data-driven approach that delivered sustainable growth and measurable results. Your ability to adapt global strategies to regional markets while maintaining efficiency is a blueprint for success in multinational marketing operations.