



SONY XPERIA

Sony: Xperia Z3

Sony worked with Blis to increase the consideration and preference for Sony mobiles, in particular the Sony Xperia Z3.



Strategy.

Products: Path / Connect

Identify and target audiences seen in proximity to phone shops stocking Sony devices. Use retargeting to reach audiences once at home connected to Wi-Fi.

Targeting.

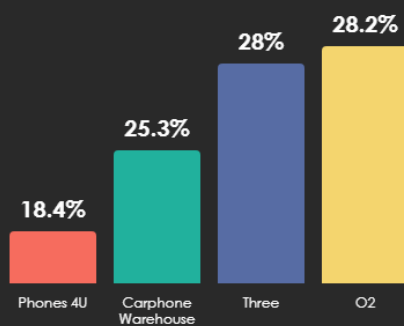
Locations: Proximity to Sony Sites, Phone Shops.

Retargeting: Reach audiences once seen in target locations.

Cross Device: Target multiple users in the same residential Wi-Fi.



Volume Split by Store



Results.

Best Performing Location: O2 Stores, 13.75% Footfall Rate
Highest Volume: Three Stores
Average Engagement: 84% higher than industry average

