



Sony Ericsson

MARKET

The year 2007 was phenomenal for Pakistan with regards to the mobile market. The market expanded at an average 2.5 million subscribers monthly. Pakistan is also turning into a lucrative market for manufacturers of mobile handsets and other telecom equipment with as many as 20 percent of all mobile users in Pakistan willing to change their handset three times a year.

Sony Ericsson mobile phones remain very popular among the youth segment in Pakistan and for the last couple of years, their demand has been on the rise. Sony Ericsson's Walkman® phones in particular have been popular because of their unique features that offer a differentiating experience such as PlayNow™, SensMe™, Shake Control and TrackID™. The growth in the popularity of TrackID™ alone has rocketed around the globe, recording more than 200,000 hits daily, or more than two hits each second. Sony Ericsson's growing market share is evident after the launch of its latest mobile phones in Pakistan.

HISTORY

Sony Ericsson Mobile Communications is a global provider of mobile multimedia devices, including feature-rich phones and accessories, PC cards and M2M solutions. The products combine powerful technology with innovative applications for mobile imaging, communications and entertainment. The result is that Sony Ericsson is an exciting brand that creates compelling business opportunities for mobile operators and desirable fun products for users.

Sony Ericsson Mobile Communications was established in 2001 by telecommunications leader Ericsson and

consumer electronics powerhouse Sony Corporation. The company is owned equally by Ericsson and Sony and announced its first joint products in March 2002.

Sony Ericsson started its local operation in Pakistan in September 2004 with its office based in Karachi. Before that Sony Ericsson was imported by distributors through overseas correspondence.

ACHIEVEMENTS

Sony Ericsson is the first handset manufacturer in Pakistan to start the trend of making local TVC campaigns, giving a boost to the local economy and advertising agencies, creative teams, directors and local talents rather than relying on foreign campaigns, which was previously a norm in the industry. Since the beginning Sony Ericsson has also created a very strong association with Pakistani pop artists.

Sony Ericsson is the first manufacturer to launch Wireless PC cards in Pakistan enabling users to stay connected to the internet wherever they are. The PC cards feature EDGE and UMTS technology.

Sony Ericsson launched PlayNow™ in Pakistan in 2005. PlayNow™ is currently available in all Sony Ericsson mobile phones and allows users to download themes, games and music. PlayNow™ has been so successful that it has managed more than 200 million downloads since its inception globally in 2004. Sony Ericsson will also be releasing PlayNow™ Arena, the next stage in the evolution of PlayNow™99. Sony Ericsson has also signed on 10 major record labels that will add over 5 million new tracks to its extensive catalogue.

In addition, Sony Ericsson has a distinctive



music identity under the Walkman® phone range (Walkman® is an official trademark of Sony). The first Walkman® phone was launched in 2005 and the W800 was very widely received. Various new music models have subsequently been launched, along with the unique and quality music specific features that users have come to expect from Sony Ericsson's Walkman® phones. New and unique features in the Walkman® phones include features such as Shake Control, SensMe™ and TrackID™, and these have created a difference in the way users experience music on their phones.

Keeping its tradition of introducing innovative products to its customers, Sony Ericsson also launched the Cyber-shot™ phone series (Cyber-shot™ is a registered trademark of Sony) in Pakistan. Since its launch of the K790, it has been adding more products in this category with unique imaging specific features. It has also recently launched an entire 360 degrees campaign on the Cyber-shot™ phones with leading fashion photographer Tapu Javeri endorsing the product. The campaign highlighted how users can capture the spontaneous moments of their lives using Cyber-shot™ phones.

Sony Ericsson is the first handset manufacturer in Pakistan to have a localised Web site for Pakistani users to explore updates on products that are 'Pakistan Specific.'

Sony Ericsson is a pioneer in Pakistan to launch a concept showroom to generate more ideas about mobile phones and uses. The first showroom was opened in Karachi and the concept still remains very new to the Pakistani market.

Sony Ericsson made a remarkable impact at

the recent CNET Asia Readers' Choice 2007/8 awards, winning three out of four possible GOLD awards for mobile phones. These awards were voted by the CNET readers in the region and reflect the appeal of Sony Ericsson's products to the readers.

- **Best Camera Phone:** GOLD - Sony Ericsson K850
- **Best Music Phone:** GOLD - Sony Ericsson W910, SILVER - Sony Ericsson W660, BRONZE - Sony Ericsson W580
- **Best PDA/Smart Phone:** GOLD - Sony Ericsson P1

THE PRODUCT

Sony Ericsson's ground breaking marketing activities and flawless pursuit of new ways to reach the customer have earned it huge credibility. This has resulted in the market responding positively to Sony Ericsson phones and a larger consumer base. Sony Ericsson has established a strong relationship with its consumers and is continuously aiming to consistently improve their service by providing high quality camera phones and a unique music listening experience. Sony Ericsson has been successful in establishing a strong level of trust between the consumers and the brand by taking the communication and entertainment experience to a totally different level. Sony Ericsson products are divided into four categories at the retail shops:

- Music phones (W890, W910, W580, W200, W660)
- Imaging phones (K790, K850, K770, K810, K550)
- Business phones (P990, P1)
- Lifestyle (Z610, S500, Z555)

RECENT DEVELOPMENTS

Xperia: The Xperia range of mobile phones, heralded on February 2008 at the Mobile World Congress (formerly 3GSM) held in Barcelona Spain, had opened the door for the integration of an operating system into Sony Ericsson powerhouse smartphones. Xperia was the first trademark promoted by the Sony Ericsson as its own and is designed to provide technological convergence among its target user base.



Radio Phones: Sony Ericsson's new Rseries Radio phones for the emerging markets of India and Pakistan offer an intuitive radio interface and stereo speakers. The R306 and R300 provide a unique radio listening experience with high quality stereo speakers and headsets.

Cyber-shot™ Technology: The branded line of phones was launched in 2006. This range of



phones is focused on the quality of the camera included with the phone. Cyber-shot phones always include a flash, some with a xenon flash, and also include auto-focus cameras. Sony Ericsson kicked off its global marketing campaign for Cyber-shot phones with the launch of K790 and K800. The campaign featured top female tennis players. On 10 February 2008, the series has been expanded with the announcement of C702 and C902 phones.

Walkman Phones: W910 won the best handset for the year 2008, at the Global Mobile Awards. W910 and W580 mobile phones are leading the mobile handsets in Pakistan as the best music phones. New and unique features in Walkman e.g. Shakecontrol and SensMe, have created excitement and have taken the music listening experience to the next level.

PROMOTION

Sony Ericsson launched a successful campaign with Telenor through which Telenor users could download songs from Robbie Williams' and Asha Bhosle's latest albums. Preloaded wallpapers and songs were also available in selected Walkman® Phones.

Sony Ericsson also did a co-promotion with Mobilink for the launch of its high-end business phone, the P990i. Not only this but Sony Ericsson also ran the hugely successful Spiderman III campaign through which customers received Spiderman branded gifts as well as getting the chance to see the movie on the big screen at the Cineplex. Customers also had the opportunity to buy selected imaging series phones with preloaded Spiderman III content.

When Pakistan was facing the calamity of the 2005 earthquakes, Sony Ericsson extended a helping hand to the Pakistanis by publishing public service messages in newspapers and through BTL activities. Sony Ericsson also contributed towards fund-raisers organised by the government. Sony Ericsson partnered with "Nayna" for a fashion show that was a project of the United Nations World Food Programme. Sony Ericsson also participated in the Lions Eye fund raising concert - a project to collect funds for the blind and under privileged. Sony Ericsson has also branded Area 51; the leading bowling alley in Pakistan; showing its support to sports. It holds different championship and activities at the alley to engage the youth.

In 2006 Sony Ericsson joined hands with a leading music channel, Play TV, in branding and producing three mega concerts in Karachi, Islamabad and Lahore featuring Rishi Rich, Bombay Rockers, and Stereo Nation respectively. Other than these international artists, famous local stars were also a part of these concerts (Ali Azmat,

Ali Zafar, Abrar, Annie, Abbas Ali Khan etc.) In the later half of 2006, Sony Ericsson also sponsored the Lux Style Awards of Pakistan, titled the Sony Ericsson Lux Style Awards 2006. Sony Ericsson has been awarded the FPCCI (Federation of Pakistan Chambers of Commerce and Industry) Award for Outstanding Performance. It has also won the Marketing Excellence Award for Outstanding Brand Achievement in the Asia Pacific Region for the first half of 2006 from Sony Ericsson Headquarters, Singapore.

BRAND VALUES

Sony Ericsson strives to be a cutting edge provider of applications, building partnerships with developers and content providers. Strategic agreement with partners such as Sony BMG is one way in which the company is bringing the best and latest in entertainment content to its users. Sony Ericsson has also activated a global sponsorship deal with the Women's Tennis Association Tour, which was renamed the Sony Ericsson WTA Tour in January 2005. The six-year title sponsorship is an unprecedented opportunity for Sony Ericsson to offer tennis fans new ways to experience the game through mobile technology, connectivity and content. In the mobile gaming market Sony Ericsson took the lead in 2004, being the first to launch Java 3D-enabled handsets, and is forging ahead to bring 3D gaming to a wider audience.

www.sonyericsson.com.pk

THINGS YOU DIDN'T KNOW ABOUT SONY ERICSSON

- The handsets T230 and Z200 were featured in Spiderman II and James Bond was using the K800 in the movie Casino Royale. Besides this just about every other phone used in that movie was a Sony Ericsson model, making it the choice handset of technologically savvy characters.
- The new James Bond movie, Quantum of Solace, also features Sony Ericsson's Titanium Silver C902 phone. This phone will be available for a limited time period only and will ensure that users are ready for any challenge, immersing them in the world of a secret agent with interactive 007 content and a spy style game.

