
Subject: Re: Sony is a master of marketing ads
Posted by [Halo38](#) on Sat, 15 Jul 2006 17:41:10 GMT
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one winged angel wrote on Mon, 10 July 2006 21:22Sony fail at adverts.

Sony has succeeded, everyone is talking about these adverts all over the world from just printing them in 1 country holland, as a result everyone knows about the white PSP now (some very well generated awareness).

Sony will not be taken to court or sued they will lose no money or loss of public support for their products. I wouldn't be suprised if every large gamers forums has a post about this advert. They have sugested a sensitive subject and used the way information travels so quickly on the web to promote their product fast and cost effectivly.

They knew exactly what they were doing

So go buy the new PSP White to fund more viral adverts like this