

# CASE STUDY



**SONY**<sup>®</sup>

## Sony collaborates with hot startup myWebRoom.com to showcase products in innovative online rooms

To drive more traffic and increase product visibility on the web, Sony is working with hot tech startup myWebRoom.com. It's a place where people can express their style and personality by filling their interactive online room with products they love.

The company's innovative visual platform, young international team that's on top of today's trends, and unlimited growth potential are powerful incentives the partnership brings to Sony. Together, SONY and myWebRoom are set to change the way people interact with products.



### Televisions

XBR Series 4K Ultra HD TVs  
S Series Curved LED TVs  
W Series Smart LED TVs  
R Series Flat Screen TVs

### Digital Camera

Alpha DSLR Cameras  
Alpha NEX Cameras  
Cyber-shot Compact Cameras  
Alpha DSLR Accessories  
Handycam Camcorders

### Portable Audio

iPod Clock, Portable  
Speakers & Docks  
Bluetooth Wireless Boombox  
Bluetooth Headset

### Phone

SmartWatch 2  
Xperia Z 4G LTE for T-Mobile

### Computer

Laptops  
Tablets  
Desktops



## Sony's Business Needs / The Challenge

A worldwide leader in the consumer electronics and entertainment industries, SONY is always on the lookout for ways to stay one step ahead of the competition. As a pioneer of 3D technologies, SONY knows the race is on to find the catalyst that will catapult the company into the upper echelons of an ideal marketplace where consumers seamlessly interact with products and the fine line between the virtual and real worlds become blurred.

In order to retain the loyalty of their current fans and attract new audiences as part of their future growth strategy, SONY is seeking collaborations that will help them:

- ▶ Drive more traffic to SONY Sites
- ▶ Drive more traffic to product Pages
- ▶ Sell more Products
- ▶ Target Millennials
- ▶ Stay on top of Trends

## Why Sony chose myWebRoom / The Solution

With new technologies being released every day, SONY is embracing ideas and platforms that combine customization and integration. SONY's vision for the future of the company as a powerhouse in the tech realm relies on strategic partnerships that will help them crush the competition.



## One-of-a-kind User Experience

To capture the attention of an image-obsessed society, SONY is collaborating with San Francisco tech startup myWebRoom.com. MyWebRoom's visual platform is unlike anything out there on the internet today. The unique interface, represented by a fully customizable 3D online room, allows users to scroll and click on objects to access all their favorite websites. It's interactive, it's functional, and it's visually stunning.



## Unique Product Placement

SONY's products are able to take center stage inside the online rooms. Game consoles, cameras, music players, televisions, computers and phones are all objects users can add to their web rooms. By showcasing SONY's electronics in the platform, brand awareness is significantly increased and the ability to purchase the product is just a click away.





## What is myWebRoom doing for SONY? / The Benefits

By joining forces with myWebRoom, SONY is able to build momentum for their products and the SONY brand through free marketing, direct links to products, and affiliation with a young tech company that knows what today's consumers want and need.

### Increased Market Share through Products

MyWebRoom renders SONY's objects and places them inside online rooms so users throughout the world can easily access them. Once a user clicks on the object in the editor mode, their logo, product, product information, and button to direct them to the product page on the SONY site appears. SONY is able to sell more electronics because of the direct links and high visibility on a site that is constantly gaining momentum.

## Staying Young, Staying Fun

SONY is able to interact with Millennials, a key target market, through their strategic partnership with myWebRoom. MyWebRoom's focus on innovation, technology and delivering trendy, curated content to its users provides SONY an edge over their competitors. The site is fun and current, two important components that keeps users coming back time and again to see what's new in their room.

### Free Marketing

It's an offer SONY couldn't refuse. With myWebRoom promoting their website for free through bookmarks, newsletters, INS product notifications to users in their rooms, Facebook posts, Twitter posts, Pinterest pins, blog posts, placing the SONY logo on their landing page for high visibility and more, SONY is everywhere!

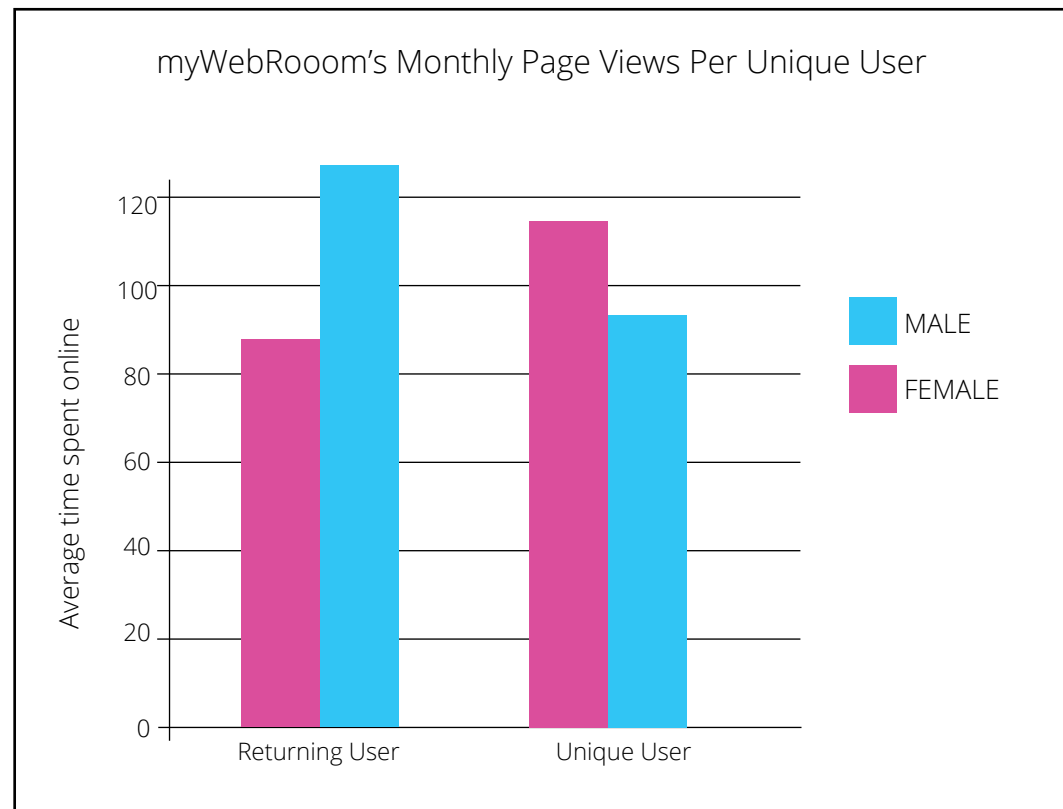
# Why \_\_\_\_ should join myWebRoom

We can do for \_\_\_\_ what we're doing for SONY. You have nothing to lose and everything to gain. We market your brand name and products for free, leading to increased monetization for your company via direct links to your site. We help you strengthen your connection with current fans. We help you reach a new target market that loves visuals and sharing on social media.

Now is the time to embrace a New Marketing Channel with the potential to generate revenue in countless ways. Now is the time to take a look at the latest technology that's throwing a curve ball at traditional ways of social shopping and product discovery. If you want to be a part of something that's going to change the way products, consumers and technology collide, now is the time to join myWebRoom.



myWebRoom Facebook  
70,000 Likes



## The Terms

If you would like to partner with myWebRoom.com, the following terms and conditions will apply, but may be negotiated to meet the needs of your company. It will be a one year contract, with both parties able to terminate the contract at any time within the one year timeframe. Our services and advertising of your brand and products is free of charge. MyWebRoom has professional insurance to take care of any damages should they occur. MyWebRoom asks to be kept updated with new product releases. We will select the products we believe are appropriate for our target market and style. Your company will be able to approve our work and product choices before it appears on myWebRoom.com.

# How your Company can get involved

To get involved today, contact our founders at...



## myWebRoom



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