



Client | **Sony Vaio**

Campaign Scope

Point of purchase materials in support of the broad product launch.

Campaign Summary

As part of the launch of its new PC brand, Vaio, Sony turned to Pacifico for retailer support in the form of merchandising. Research quickly showed a deep-seated reluctance to use merchandising in stores, so we developed a strategy to make the merchandising part of the product rather than a standalone display.

As a result of our approach, integrating the point of sale into the product rather than placing it on a freestanding basis, mass merchandisers actually asked Sony to provide a second order of the materials we created.