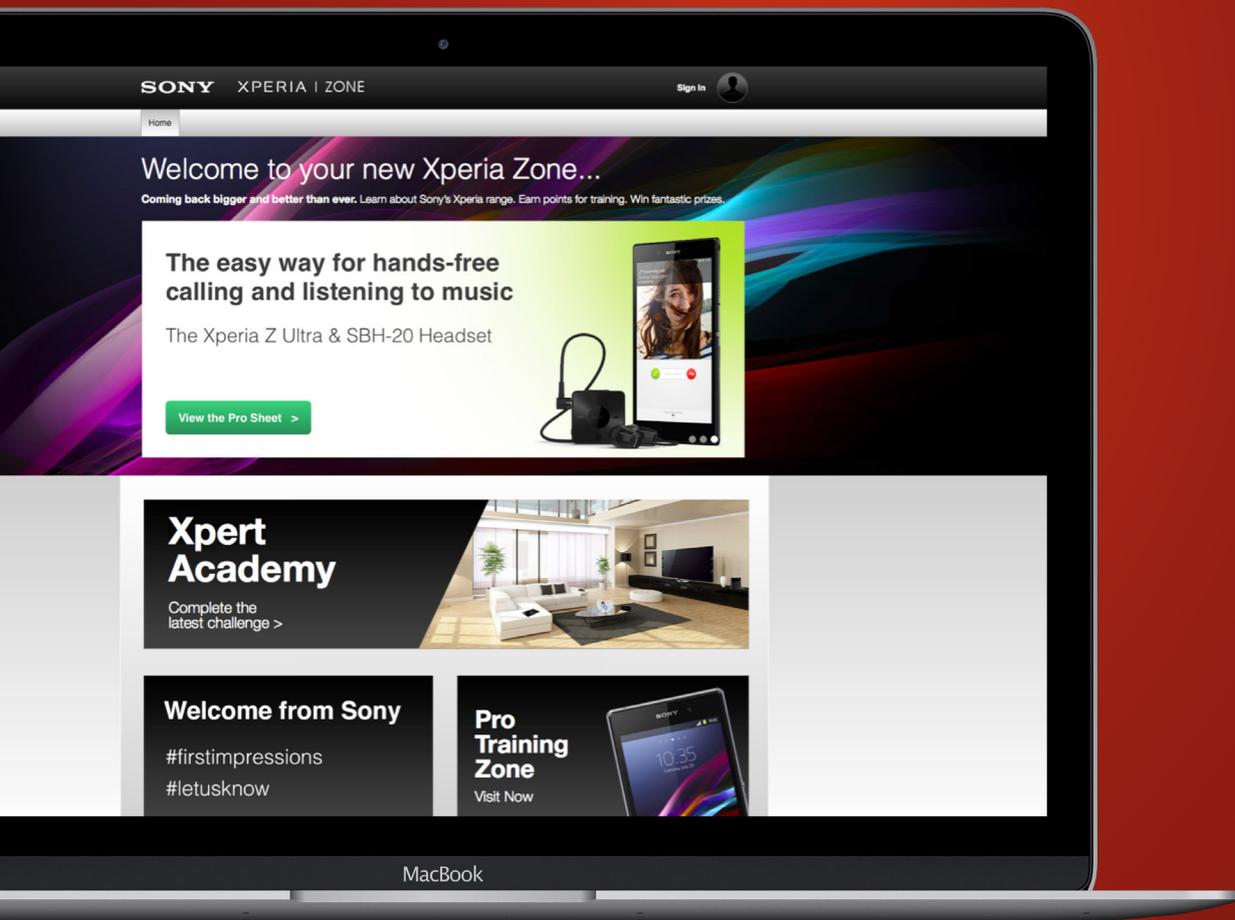# SONY

Sony is a diverse business including consumer and professional electronics, gaming, entertainment and financial services. Red C have worked alongside Sony Mobile on two separate projects. The first; a trade engagement portal for the new Xperia Zone, and the second; an Ambassador mobile app to provide distributors and retailers with the latest training incentives.

Problem:
Sony Experia Zone - Sony Mobile required Xperia Zone, their trade engagement portal for UK & EIRE, to be rebuilt in HTML5 for mobile optimisation.

Sony Xperia Ambassador App - Sony required an app to provide distributors and retailers with the latest training incentives direct to their handset.

Solution: For Sony Mobile we rebuilt Xperia Zone in HTML5 to enhance its speed and implement mobile optimisation.

For Sony Xperia Ambassador, we built an engaging app to provide distributors and retailers with the latest training incentives and product information.

Process

SONY XPERIA ZONE

Red C designed and built a fully-functioning site within 11 weeks. The build for front-end, back-end and mobile took place concurrently to ensure maximum efficiency. Key improvements to the site include a new notifications icon feature, streamlined registration process and centralised CMS.

Additionally, the site needed an overall design refresh to bring it in line with Sony's new brand guidelines. The main challenge was delivering the project in just three months, complete with front-end content and a fully functional back-end system for measurement and reporting.

The new Xperia Zone launched with over 6,500 active users across UK & EIRE. Two weeks after launch, the mobile audience for the site nearly doubled, from 27% of the total visiting audience to 51%. Both the client and users have praised the new Xperia Zone for its premium look and feel, streamlined registration process and intuitive site navigation.

SONY XPERIA AMBASSADOR MOBILE APP

Sony required an app that would provide distributors and retailers with the latest training and incentives direct to their handset. The platform needed to encourage employees to ask questions and give feedback directly to Sony through the app.

Features and Functionalities:
> Status Updates
> Feedback
> Private Messaging
> Product Overview
> Media Content
> Downloads
> PDF content

Over 400 internal users downloaded and registered themselves in the app within first few days. Sony have seen an increase in internal engagement and users have found the app to be very helpful and easy to use.