

Sony Consumer Product Opt-in E-mails

Who:

Sony Corporation of America: Leading manufacturer of audio, video, communications, computer, and information technology products.

What:

Consumer Product E-mails

When:

August 2006-October 2006

Highlights:

Contracted through Idea Integration's Interactive group (www.ideaii.com) to write promotional e-mails announcing new products, specials and offers to as many as 3.1 million consumers any given week.

- ⊕ Worked with the client, Creative Director, and Art Director to concept weekly e-mails.
- ⊕ Researched products and competitors.
- ⊕ Familiarized myself with Sony branding.
- ⊕ Wrote brand compliant copy that client remarked was "fun, yet professional."



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