

Moove.

CASE STUDY BY MOOVE AGENCY

Sony Mobile

How We Revolutionised Sony Mobile's
Global Media Engagement Strategy

SONY

Project Highlights

COMPANY TYPE

Consumer Brand

SIZE

8,000+ Employees

SERVICES DELIVERED

UX strategy, Web Design, Development,
API integrations, Data migration

REGIONS

Worldwide

About Sony Mobile

The Sony Mobile blog is one of the mainstays of Sony Mobile's owned media strategy. It is the company's mouthpiece on the internet and caters to an audience primarily composed of journalists, bloggers and superfans.



Target Audience

1. Sony Mobile customers and fans
2. Tech and mobile journalists and bloggers

The Challenge

Sony Mobile's PR team is the driving force behind the blog's editorial policy and uses the site to drive extensive worldwide media coverage.

In commissioning a redesign, the team was looking to drive substantial innovations in the way this communication takes place.

The main challenge was to find new and better ways to make the blog content as easy as possible for bloggers and journalists to find, engage with, access and repurpose.

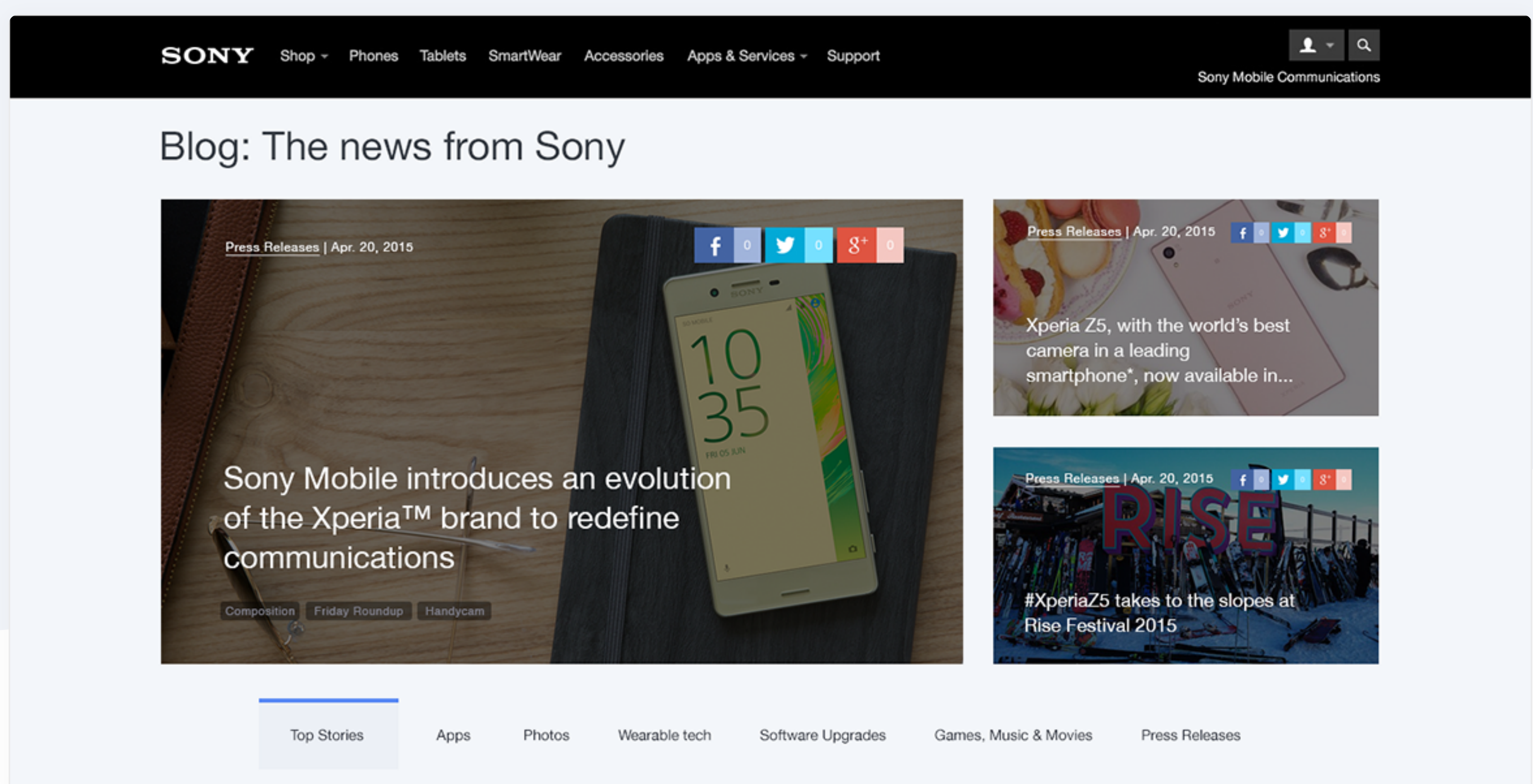


Key Features of the New Blog

1) Homepage Slider

Better first contact and improved user experience with the addition of a homepage main slider.

Flexible within the CMS to add featured banners allowing editors to highlight stories to engage visitors.



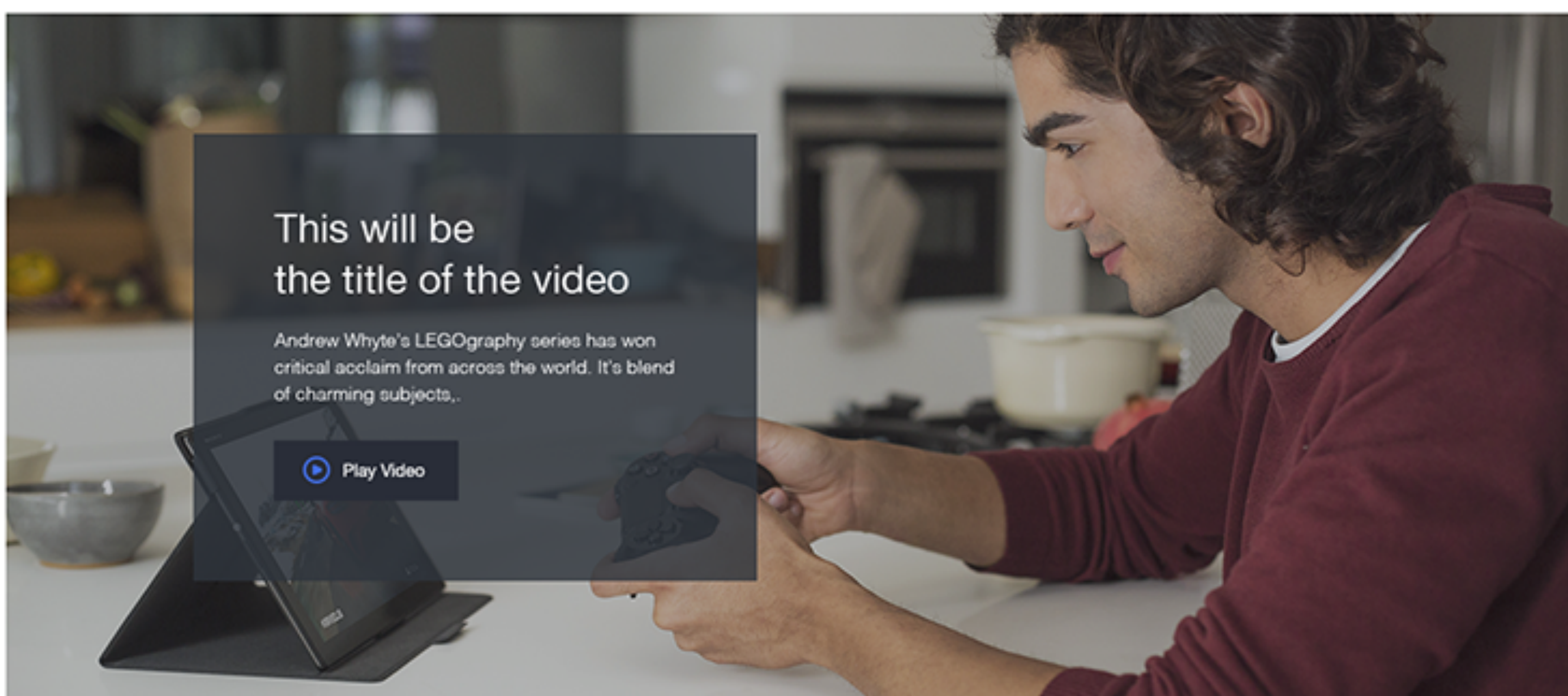
2) Widgets

Creation of a range of widgets such as a photo story widget, quote widget and video widget to give the Sony Mobile team control and flexibility over the content.

3) Photo Gallery Widget

Helping users to easily view, navigate and download images.

It also has a beautiful full-screen mode to showcase stunning photos.



4) Video Widget

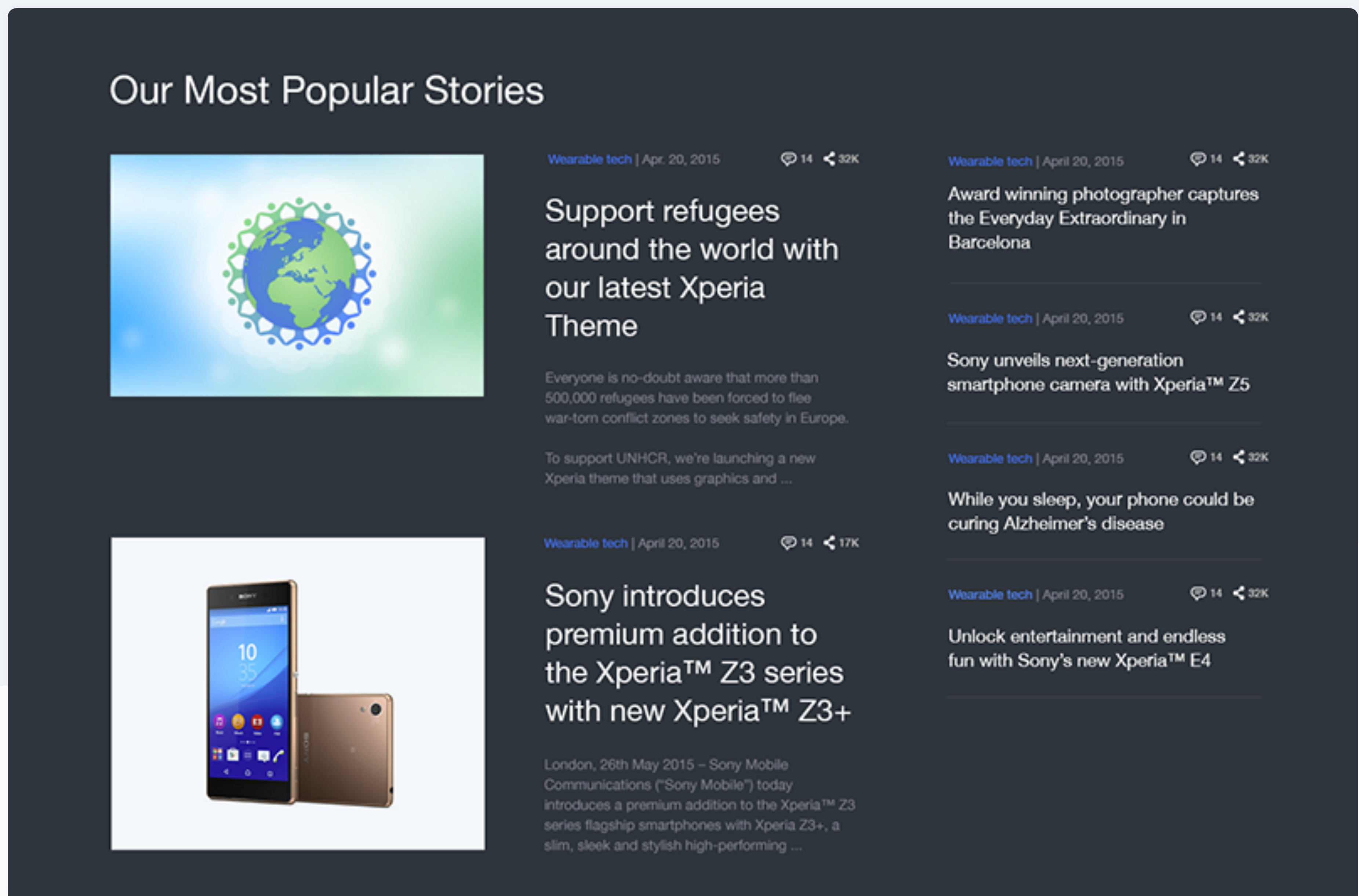
Rather than just displaying a YouTube embedded video, we designed a new way of showing videos inside a page.

The Video Widget includes a custom thumbnail for each video and displays in full-screen mode.

Using a template builder, the blog author is able to create unique layouts for every featured story which creates a more personalised experience for a specific audience such as photography bloggers.

5) Most Popular Stories

A complete re-design of the “Most Popular Stories” section to make it clearer and more attractive.



6) Press Release Template

A complete re-design of the Press Release template has given the site administrators the option to showcase Sony Mobile's great products.

7) Sticky Navigation

Improved site navigation throughout the blog including the implementation of sticky navigation and improving the discoverability of the search.

Client Testimonial

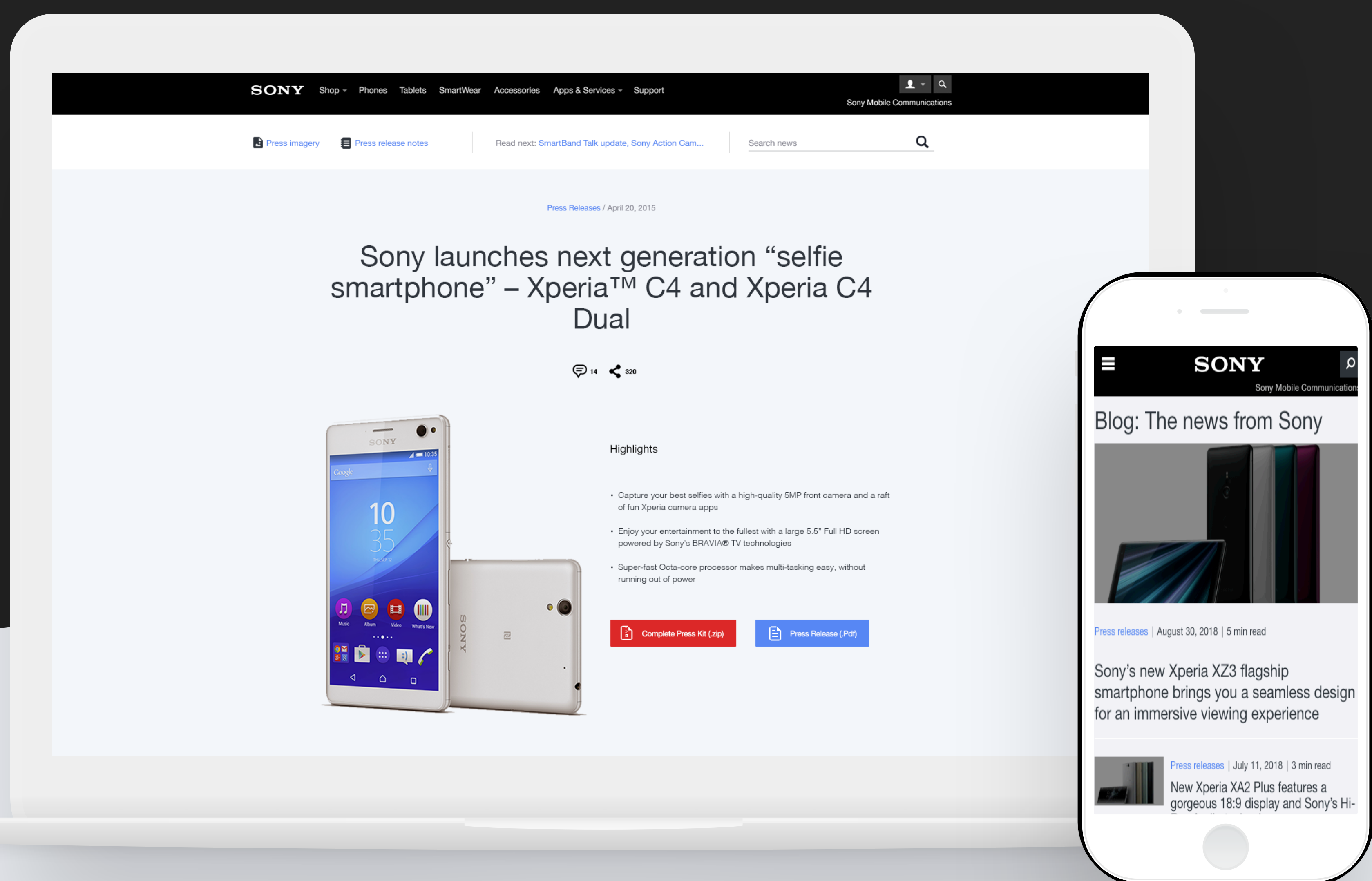
"Thank you to the whole Moove Agency team for your creativity, help and support throughout the project.

We are really pleased with the look and feel of the new blog; the new design and completely revamped user experience will really help to drive user engagement with the blog content."



Ant Devenish

PR Manager, Global Communications & PR
Sony Mobile Communications



www.blogs.sonymobile.com