



GIANT LEAPS

Top three

In its first five years, Sony Ericsson established itself as a serious player in the mobile phone market. But for the next five years, it wanted to go much further: to become a global iconic brand, which would lead thinking in mobile phones, seize 15% of the market, and become one of the top three in the industry.

What people love doing

Mobile phone brands all talk about technology, backed up by fashion imagery that usually shows unattainable lifestyles. We helped Sony Ericsson to be different, and to talk to customers not about handsets or fashion, but about the things they love doing. Not MP4 but music, not megapixels but taking photos. We developed a vibrant range of colours which stand out and allow the brand to constantly refresh itself.

More phones, higher prices

The new language was launched in Autumn 2006. Within three months, consumers were seeing Sony Ericsson differently: around the world, spontaneous awareness and purchase consideration scores shot up. In the first quarter of 2007, Sony Ericsson sold 250 million handsets, up 14% on the previous year – and at a higher average selling price than competitors. Year on year, pre-tax income rose 139% to €362 million. In just six months, Sony Ericsson was on the way to achieving its top three ambition.

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