



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

SONY CANADA 'CARNIVAL EXPERIENCE' SPONSORSHIP MARKETING CAMPAIGN

INTRODUCTION:

The Sony Carnival experience is a seven (7) week sponsorship marketing campaign commencing on July 2nd, 2013 and concluding on August 16th, 2013. The campaign will utilize branded entertainment through radio segment sponsorships, branded content through print media advertorials and on-site experiential marketing tactics to allow prospects to experience the Sony Cyber Shot, the Sony Vaio, the Sony tablet, the Sony Ericson advantage and Sony 3D & True HD technology within the highly anticipated festival which attracts 2.7 million Canadian nationals as well as 300,000 international visitors and 15,000 parade participants to Toronto's downtown core every year.

Sony Canada as a proposed platinum sponsor of the event will be the exclusive technology brand for the festival. All cameras, big screen displays and technological devices used by the festival organizers and performers will be Sony branded products, these products will also be used when conducting any interviews with the media. Sony tablets, cameras and smart phones will be used to display social media postings, parade routes, sponsors' campaign websites and performing artist's profiles during interviews with CTV, Caribbean Connections (CityTV), Flow 93.5FM, Toronto Star, The Grid and international media. In these interviews the products will be addressed by brand name (E.g. "my Sony tablet") along with relevant mention of an approved public relations key message or two during interviews as directed by the Sony Canada public relations department.

Sony will gain direct access to the parade participants and spectators, giving them the opportunity to see their creative and colourful costumes in 3D due to on-site video capture. Sony will grant masquerading revellers, costumed dancers and spectators the access to use their Sony cameras within a supervised area to capture their moments and upload these Sony branded images to their social media pages through the use of Sony's light weight high definition screened laptop computers. This experiential marketing approach allows prospects the chance to *experience* the Sony brand and its line

incredible products allowing Sony clients and prospects the opportunity to “make.believe” in the brand which will symbolize and personify all things technological at the event, from the constant logo in the upper-left corner of the Carnival concert’s jumbo-tron units to the logo being placed on the Sony branded shirts of the videographers capturing the event with Sony equipment. It is the embodiment of the Sony experience, now activated.

PRE-EVENT ACTIVATION:

Retail activation:

The retail activation strategy will be called **Moments by Sony** in which Sony will offer a thirty percent (30%) discount on all cameras, smart phones, video camera and tablets for customers who can present their tickets to the Carnival to the ‘Sony Style’ sales representative.

Sony will also award a CDN\$3,000.00 gift certificate and an in-store branding opportunity to videographers who can create a three (3) minute HD reel showcasing the highlights, sights and sounds of the 2011 Scotiabank Toronto Caribbean Carnival. These videos will be posted on the ‘Sony Carnival Experience’ website where the public is encouraged to vote for their favourite videos.

The campaign promotion will commence on July 2nd, 2013 through radio, print media and online advertising. The videos should be submitted to torontocarnivalmoments@Sony.ca via YouTube link within the July 2nd, 2013 to July 12th, 2013 entry period, in which time all approved videos will be available for viewing on the Sony campaign website. Contestants will be encouraged to include their names, phone number and e-mail addresses for this data-capture exercise which will also aid Sony’s future e-marketing initiatives.

Top Ten Selection: On July 17th, 2013 the Sony marketing department will release what they deem to be the top ten (10) videos. These selected videos be played in Sony Style locations across the Greater Toronto Area as a part of Sony’s retail level promotion of the ‘Sony Carnival Experience’ campaign. The public will be encouraged through Sony’s advertising, radio segment sponsorship and media relations campaign to vote for the best video of the top ten (10) and leave their comments on the campaign website when voting.

The winner of the two (2) week voting campaign will be announced on July 31st, 2013. The winner will be featured in a Sony branded advertorial speaking about their Carnival video, their experience in film and why they prefer Sony cameras. The winner will also share what Sony products they purchased with their CDN\$3,000.00 Sony Style gift certificate. The winner will also gain the opportunity to have their video played in continuous rotation in every Sony Style across the Greater Toronto Area with the words “Sony Canada ‘Sony Carnival Experience’ Winner” in the top left corner of the screen. The winner will only have to share screen time with Sony product reels and the two (2) runner-up videos voted 2nd place and 3rd place in the online competition. The winner will also gain a Director and Editor’s credit at the end of

the video which will remain on the retail screens of Sony Style locations until the conclusion of the campaign on August 16th, 2013.

The videographers who created the winning video will gain the opportunity to join the Sony branded video team which will be hired to capture the sights and sounds of the Scotiabank Toronto Caribbean Carnival 2013 along with CTV in efforts to create a three (3) minute promotional reel to showcase the Carnival within international marketing initiatives to increase the number of visitors to Toronto in Summer 2013.

Media activation:

Sony will be the segment sponsor of the Reggae/Dancehall or Soca music segment on Z103FM on 'Sony Wednesdays'. Each Wednesday Sony will have a giveaway opportunity for a tablet, laptop, video or still picture camera on The Hammer's evening drive (3pm-7pm) show every Wednesday on Z103FM during the six (6) week sponsorship marketing campaign.

The radio sponsorship will be promoted through branded content (advertorial) in the Toronto Star and Metro Toronto Newspaper featuring Sony products being featured in action shots in the hands of their users, showcasing their usefulness to the entertainment professionals, socialites and technology early adapters who enjoy using them.

Every Wednesday Sony will offer the opportunity for a winner of the radio competition to win a 3D TV, the 3D Blu-ray Player, 3D glasses and a Sony surround sound system in the 'Sony Ultimate Experience' radio contest. Listeners will be asked to give the correct answer for seven (7) questions; callers must get all seven (7) questions correctly. Alternately, those who get more than three (3) questions correctly will win a CDN\$100.00 Sony gift card for their participation.

The questions will range from the naming of locations of 'Sony Style' retail spaces across the Greater Toronto Area, to the names of Sony Music artists and their albums, names of Sony electronic products (old and new), little known facts about Sony and the names of movies from Sony Pictures and the actors in these motion picture features. These multiple choice questions will be asked to the caller live on air. Each caller will have three (3) minutes to answer the questions and have two (2) life-lines to quickly call a friend or access information through secondary research methods before their three (3) minute opportunity to win concludes.

Prize Winner's Retail Activation:

On-air radio prize-winners will be encouraged to pick up their prize certificates on their evening drive home, so they can pick up their prize at their local Sony Style location before it closes at 9pm. The weekly winner of the 'Sony Ultimate Experience' grand prize will be asked on-air which Sony Style location they see themselves collecting their prize from. Based on the answer provided, that Sony Style location will not only be alerted by the Sony marketing department to expect the winner to collect his/her prizes, the store will provide a thirty percent (30%) discount to every customer that walks into

that Sony Style location on that day between the hours of 6pm-9pm as a part of the 'Sony Ultimate Experience' retail promotion program.

Sony Style store managers and Z103.5FM listeners alike will be listening very keenly for the winner's name and choice of location, as the store manager will be asked to put out their retail displays to make the influx of retail traffic aware that the three (3) hour thirty percent (30%) off deal is in fact being honoured and welcomed at the retail level. In order for Sony to measure the success of the campaign, all customers who request the thirty percent (30%) discount within the assigned three (3) hour 'Sony Ultimate Experience' SALE window will be asked to tell the in-store sales representatives the name of the radio contest winner and what radio station they heard about the campaign (optional).

ON-SITE ACTIVATION:

The Sony Canada on-site activation will feature the following:

- ❖ The 'Sony Carnival Experience' kiosk will allow participants and spectators to see moments in the day's event and possibly themselves in 3D as a result of the Sony branded video team capturing the event from various points along the parade route.
- ❖ The 'Sony Carnival Experience' kiosk will provide revellers the opportunity to utilize the Sony Cyber Shot cameras within a security monitored area to take pictures of themselves in their carnival costumes. Revellers will also be able to upload their Sony branded images to their social media pages through using the Sony Vaio laptops which will be provided at the kiosk, allowing revellers and spectators the chance to experience the ergonomic features, software and high definition attributes as well as the quick response benefits of Sony Vaio computers.

N.B. Wireless services will be provided to Sony tablets and Sony Vaio laptops as a part of the collaborative Sony Canada and Bell Canada 'snap, text and share' public relations program.

- ❖ Sony will continue its 'Sony Ultimate Experience' SALE. All purchases made at the kiosk will be thirty percent (30%) discounted. Revellers who have purchased an item at the kiosk will be entered for a draw to win a CDN\$1,000.00 Sony Canada gift certificate, enabling them to purchase their choice of Sony Canada products. The gift certificate draw will be conducted on-stage at the Carnival's post-parade concert at Ontario Place. The awarding of the prize following a drum roll will take place at 9pm during a band change.
- ❖ Revellers who purchase an item at the event will be asked to keep their receipts safely for a post-event campaign which will allow them even greater discount opportunities at the Sony Style locations near them.

Public Relations Activation:

- ❖ All members of the video team capturing the event who have been hired by the Scotiabank Carnival's Festival Management Committee will be requested to wear Sony branded shirts and use only Sony cameras during their assignment with the Festival. Previous experience with and comfort in using Sony equipment will be a significant prerequisite in the hiring of the video team which will be commissioned to capture and edit this year's event for the purposes of the Carnival's media kit and international marketing package for promoting the Carnival in Scotiabank's overseas markets in the Caribbean and Latin America in 2013.
- ❖ The big screen displays used as monitors for the expected 25,000 person audience attending 'The Lime' concert event to be held on the evening of August 3rd, 2013 at 'Ontario Place' will be provided by Sony. The collective screens will have the Sony logo displayed in the top left corner throughout the event and play/display Sony advertising or public relations messaging when an announcer or performer is not on stage, allowing Sony the opportunity to engage the attention of the captive audience.

POST EVENT ACTIVATION:

Print Media Activation:

Sony Canada will post an advertorial in the Toronto Star and Metro Toronto Newspaper congratulating the on-site winner of the CDN\$1,000.00 gift certificate. The winners photograph will be placed in the advertorial as the focal subject with their permission. The advertorial will also feature a thank you note from Sony Canada's marketing manager thanking all the retail customers, event revellers and Sony staff for their participation in the campaign.

This branded content (advertorial) media buy will be mirrored by an advertisement for Sony's two (2) week post-event campaign called 'Sony Ultimate Experience: Sony Love'. The two (2) week campaign offers all the people who made purchases at the Sony kiosk at the Carnival event the opportunity to gain a forty percent (40%) discount on any *single item* purchase made during the two (2) week 'Sony Love' SALE event. Customers will be requested to present their Sony kiosk event receipt which they obtained from the 'Sony Carnival Experience' kiosk in order to take advantage of this incredible sales opportunity for Sony lovers to "take the *Sony experience* home" in gaining the surreal opportunity to purchase the high end items they have always wanted.

Those who did not receive a receipt from the Carnival kiosk may also participate in the retail promotion through winning an even greater radio contest opportunity granted through the 'Sony Love PIN'.

Radio Activation:

The 'Sony Love' post-event print campaign will support the 'Sony Love' radio campaign hosted by Z103.5FM popular morning show host Scott Fox and DJ Danny D every Tuesday and Thursday. The two (2) week radio campaign which begins on August 7th, 2013 and concludes on August 16th, 2013 offers the grand prize winner the opportunity to win the 'Ultimate Sony Experience' of a gift certificate for CDN\$10,000.00 to own their choice of Sony merchandise.

The 'Sony Love PIN' will be provided to contestants at any Sony Style store in the Greater Toronto Area with their receipt for any purchase of a CDN\$100.00 item. The PIN ballot will immediately be entered into the competition upon the purchaser's request. Contestants gain one 'Sony Love PIN' ballot for every CDN\$100.00 they spend at the Sony Style. Hence, they will improve their chance of winning with every additional ballot they get entered into the opportunity. The ballots are thereafter collected from Sony Style locations across the Greater Toronto Area and the lucky winner's ballot is plucked from the rolled drum live on Z103.5FM morning show.

In anticipation of the draw Sony will sponsor the three (3) song request segment on Tuesdays and Thursdays during which Scott Fox will speak about the features of Sony's 'Sony Love' campaign within the two (2) week promotional period. Within this sponsored segment, listeners will have the opportunity to call-in and request their favourite songs and gain the opportunity to win small ticket Sony items being offered as prizes. Small ticket items will be given away every Tuesday and Thursday during the radio sweepstakes as anticipation builds for the spinning of the drum live on-air on the morning of August 16th, 2013. Once revealing the lucky winner of the 'Sony Ultimate Experience: Sony Love', this concludes Sony's post-event campaign for Scotiabank Toronto Caribbean Carnival 2013.

- ❖ Agency creative for advertising, public relations and on-site: CDN\$40,000.00 (approximation)
- ❖ Print/Radio media buying cost: CDN\$25,000.00 (approximation based on Winter 2013 rates)
- ❖ Gift certificate giveaways for media and on-site activation: CDN\$15,000.00
- ❖ Caribbean Connections segment sponsorship: CDN\$3,500.00
- ❖ Optional Ocean Flame Communications campaign coordination: CDN\$1,500.00

Please refer to the other attachment for the Carnival's events for which we have recommended the **PLATINUM** package for Sony Canada's participation in the carnival. This package complements the proposed sponsorship activation strategy.

Sponsorship Marketing Investment: CDN\$153,500.00

The quotation is negotiable based on the modifications to the proposed campaign.

Thank you for your time and consideration in reviewing this proposal. We look forward to hearing from you. A follow-up call will be made on ^{April} 30th, 2013 concerning your interest in the sponsorship marketing opportunity with Scotiabank Toronto Caribbean Carnival. Negotiation and confirmation must be completed before the May 21st, 2013 unveiling presentation of the Carnival's 2013 route, events and sponsors. This presentation will be made at a news conference hosted and broadcasted by the Carnival's television media partner CTV* and covered by our print media partner the Toronto Star* and radio media partner urban music station Flow 93.5FM*.

*CTV is Canada's most recognized television station for the 18-35 demographic and Canada's most watched television station with a daily viewership of 800,000 viewers across Canada. * Metro Toronto Newspaper has a circulation of 300,000 per day across the Greater Toronto Area as well as Durham, York and Peel Regions. *The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area. *Flow has a daily listenership of 220,000 across the Greater Toronto Area.

NOTES:

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