

Product Design & Marketing

Marketing

Sony

AB: Video Preview

Ask your partner the following question. Write down the answer and answer your partner's question with a full sentence in English

- a) When you buy an electronic product, do you have a favourite brand? Why do you like it? Explain 2 differences from other electronic companies (do not use/cool/cute/fun, etc)
- i) _____
- ii) _____
- b) When you buy an electronic product, what is the most important point (design, brand, country of manufacture, salesman, price, discount, point card, friend's recommendation, etc.) & why?

Vocabulary

The following words are important to understanding the DVD segment you will watch. Find & write the English definition for each word:

- a) youngsters _____
- b) dominance _____
- c) convinced _____
- d) lugging something around _____
- e) dictation _____
- f) pivotal _____

- g) vital _____
- h) generation _____
- i) defined _____
- j) foresightedness _____
- k) pronounceable _____
- l) status _____
- m) format war _____
- n) miniaturization _____
- o) innovation _____
- p) features _____
- q) conscious _____
- r) astute _____
- s) be discontinued _____

Video Viewing

Watch the DVD and try to answer your partner's questions. Ask your partner your questions and write down the answer. Answer your partner's questions with a full English sentence.

1. What was was Sony's first product? Why was it discontinued?
2. What was Sony's first main product? How was it used?
3. What did Sony do in 1955?

4. What did Sony do to promote its pocket radios? Why?
5. What kind of name did they need for the company? How did they make it?
6. Which 2 products created the strong Sony brand?
7. What 2 things gave Akio Morita the idea for the Walkman?
8. What did the Walkman & the PlayStation enable Sony to do?
9. When was the first Walkman released? How much did it cost? What was its battery life?
10. How does the battery life compare with the Net MD player? What does this tell us about Sony?
11. What has Sony done in many countries?
12. What 5 things do people think of when they see the Sony brand?
13. Why must everything Sony does be of the highest quality?
14. What 2 things does Sony combine?
15. What are Sony's 3 content companies?
16. In addition to electronic hardware, what else does Sony now produce?
17. What will link Sony's content & hardware?
18. Complete the following:

"So it's not an easy thing to do, to be an _____ in _____ and _____, but if anybody can do it, Sony _____ can"