

# Multi Channel Advertising

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# What is Multi Channel Advertising

Multi Channel Advertising is the practice of companies interacting with customers via multiple channels, to sell goods and services.



This increases the chances of a company reaching their target audience and enables customers to complete conversions using their preferred medium.

Example we looked at was “This is the Players” campaign where Sony want to put the power of the game in the players hands through creating immersive, connective and social experience in the PS4.



Morgan, M. (n.d.). *7 Cross-Channel Marketing Mistakes You Can't Afford to Make*

The aim of multi channel advertising is to increase engagement through different platforms to multiple markets.

The TV campaign

focuses on the hardcore video game players perspective in an open world.

Interactivity with other players. Sony sold over one million PS4 consoles within the first 24 hours of the launch.

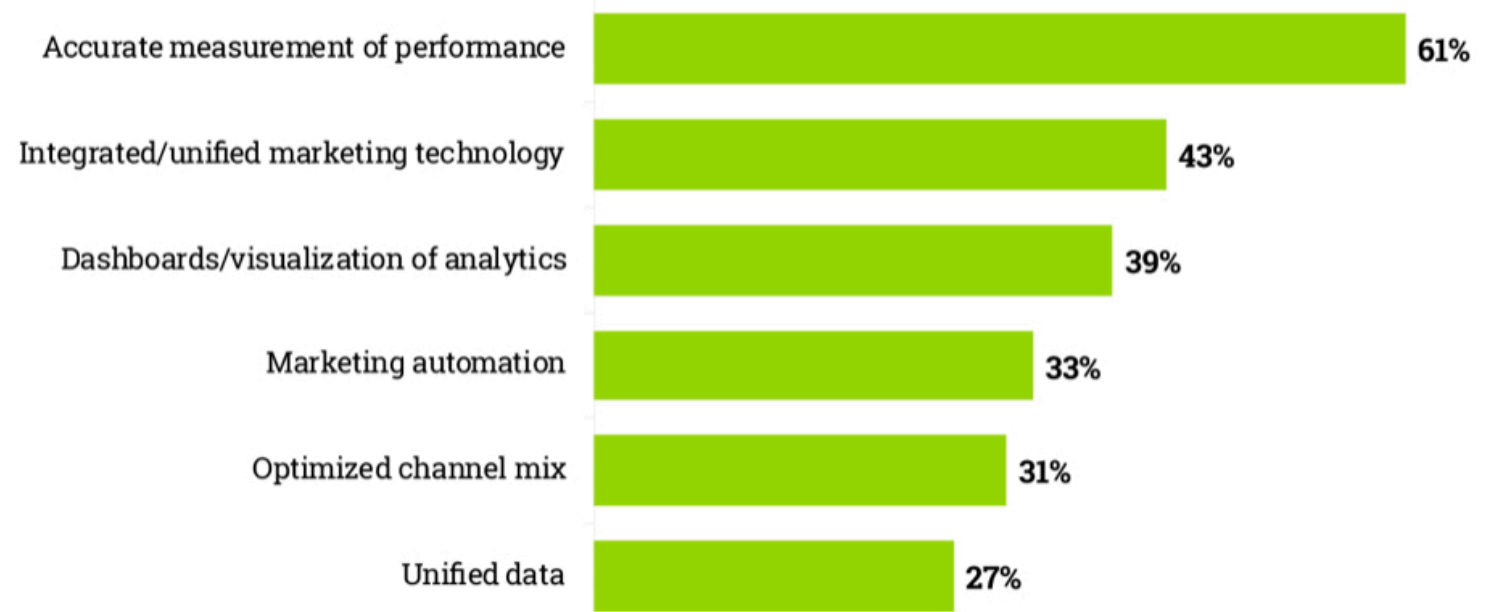
PlayStation 4 marketing campaign was the biggest Sony has done until 2013.

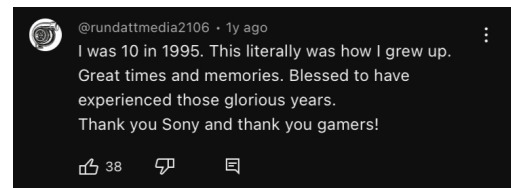
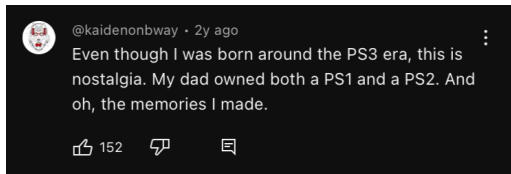
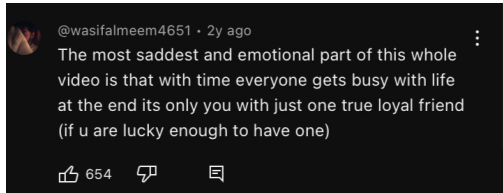
They spend \$100 million to promote the console that was sold running up to Christmas. Sony needed to sell roughly 286,000 PS4 consoles to cover the budget.

Joseph, S. (2013). *Sony and Microsoft square up for PS4 and Xbox One launch showdown.*

Dixon, M. (2019). *Media Theory for A Level.*

## Essential Elements of a Successful Multi-Channel Marketing Strategy





Comments from the audiences in media platform and Sony conducts related promotional activities with local departments

*PlayStation Access (2013). For The Players Since 1995. YouTube.*



# Brands & Campaigns that have used Multi-Channel Advertising.

The PlayStation 4.

The PS4 campaign had the opportunity to use multiple channels for the release of this console over the release of the PS3 because new platforms became available between the releases of the consoles.

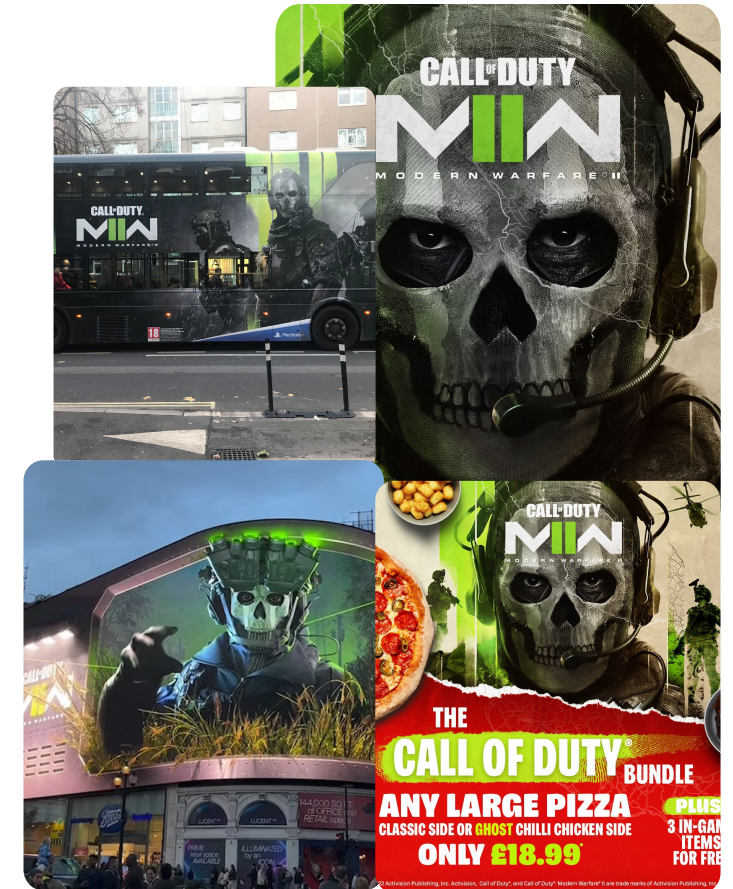
Interestingly one of the things that made this campaign a good example for multi-channel is that retailers like 'Currys' were able to advertise it for both their own and Sony's gain.



MW2 Campaign (2022)

The MW2 campaign did not only have a wide range of platforms but for example there were multiple different accounts that contributed to the campaign such as all the studios that worked on it as well as accounts like IGN. As well as branching through multiple accounts on multiple platforms one of the things they also did was cross brand such as branding alongside Papa Johns and Mountain Dew. These two main points are what spread this campaign as far as it can go in today's modern advertising.

These are just a two of many examples of where different brands and campaigns have used Multi-Channel Advertising.

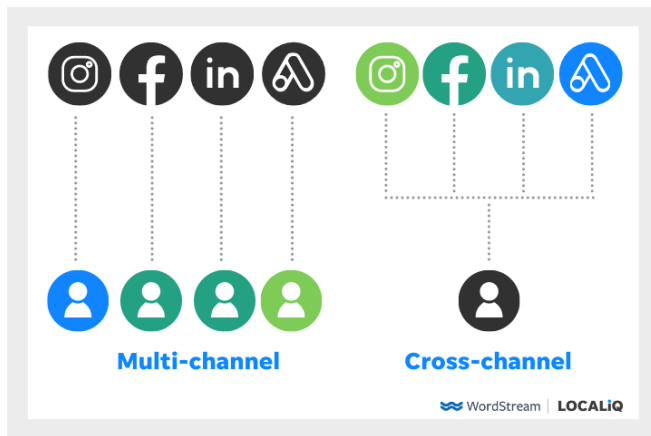


Currys PLC. (2019). *Black Friday Deals.*

Papajohn's (GB) Ltd. (2022). *Promotions*

# How to develop multi-channel advertising?

## Cross-channel marketing



## Know your audience



## Measure New trends



Multi-Channel Marketing, Branding and Retail Design.

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## MW2 2022 Advertising Campaign

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## PlayStation (This is for the Players)

Sony Interactive Entertainment. (2023). *PlayStation Official Site*. [Online]. PlayStation. Available at: <https://www.playstation.com/en-gb/> [Accessed 19 October 2023].

PlayStation Access (2013). *For The Players Since 1995*. YouTube. Available at: <https://www.youtube.com/watch?v=wZkMdi3XBhw>.