



CASE STUDY: Transforming Campaign Management



Background

SONY Music is a \$6B American music corporation that is part of the larger SONY family. The labels Columbia, RCA, epic, among others all fall under the corporation's direct management. SONY uses its in-house agency (formerly the D2C group, now regenerator) to create websites, market for their labels and various artists, and command the social marketing elements throughout over 60+ countries.

Challenges

- The challenge for Sony's various labels was to allow an extremely dispersed marketing organization present in 60+ countries the ability to uniformly market to their fan base and conduct CRM and data segmentations and activities, all monitored by their central CRM staff
- All the labels work in silos and due to safe harbor data considerations and stringent security the technology needed to be flexible and also managed appropriately

Approach

- SONY Music is utilizing the former Neolane, now Adobe Campaign platform, to unify all their outbound campaign management and direct to consumer marketing activities in 60+ countries
- The centralized CRM group monitors all activity and facilitates the use and growth of the marketing outreach through this technology
- All campaign creation, campaign management, and campaign analytics across the world were instituted and managed by a TopRight Partner for an extended period of time on-premise at Sony's corporate office in NYC

SONY

Result

- Neolane Campaign, now Adobe Campaign was instituted and scaled in 60+ countries
- 140M + messages per year were deployed and analyzed for campaign effectiveness and ROI
- Various marketers were trained and change management conducted to achieve high adoption and sustainability