



Sony
Interactive
Entertainment

Media Solutions

Media Solutions

Telco × PlayStation

The brand impact of a large Telco's sponsored PlayStation activation



01. SUMMARY

What This Study Reveals

A Telco sponsored PlayStation tournament activation didn't just reach gamers — it earned their trust.

By embedding within gaming culture rather than advertising at it, the campaign drove meaningful brand lifts across all metrics, with the strongest impact among the next generation of consumers: PlayStation owners aged 18–34.



BRAND IMPRESSION

+53%

Of PlayStation owners said the partnership gave them a better impression of Telco



PURCHASE CONSIDERATION

+45%

Said the campaign made them more likely to consider Telco products or services



GAMING ASSOCIATION

+31%

More likely to associate Telco with gaming among PS5 owners aged 18–34

KEY INSIGHT

Gaming isn't just entertainment — it's identity.

For PlayStation gamers, especially younger PS5 fans, brands that show up authentically in their world aren't just noticed. *They're embraced.*

02. THE GOAL

Winning Credibility in Gaming Culture

THE CHALLENGE

How do you establish a well-known telecom brand as an expert in the gaming community and essential to a new generation of gamers?

TARGET AUDIENCES

PRIMARY: Next-gen gamers aged 18–34 (PS5 owners)

SECONDARY: Established gamers aged 45–54 who grew up with gaming

KEY INSIGHT

Younger audiences drove the strongest results.

Confirming PlayStation as the ideal environment for reaching them.

AUDIENCE REACH BREAKDOWN

18–34

PRIMARY FOCUS

Core Target: Next-Gen Gamers

35–44

Mid-Range Segment

45–54

Re-Engagement Target

55–64

Broader Base

03. SOLUTION

Activating Inside Game Culture

Sponsored PlayStation Tournament Activation

By embedding within gaming culture rather than advertising at it, the campaign drove meaningful brand lifts across all metrics, with the strongest impact among the next generation of consumers: PlayStation owners aged 18–34.



CULTURAL AUTHENTICITY

This Telco met gamers on their turf, speaking their language, and earning presence rather than demanding attention.



NEXT-GEN AUDIENCE REACH

The activation reached PS5 owners aged 18–34 — the most valuable and hardest-to-reach demographic for legacy telecom brands.



MULTI FUNNEL IMPACT

The strategy addressed both brand perception and real business outcomes, showing that cultural activation drives measurable results up and down the funnel.

KEY INSIGHT

PlayStation's environment gives brands a rare permission structure.

Younger audiences are highly receptive to brands that show up genuinely in their gaming world. Telco's activation leveraged this — *and the numbers prove it worked.*

04. KEY TAKEAWAYS

The Proof Is in the Numbers.

PlayStation is where the next generation of brand relationships are built. This Telco's campaign demonstrates that authentic cultural presence — not just reach — is what drives measurable brand and business outcomes among today's most coveted audience.

KEY INSIGHT

Younger audiences didn't just notice this Telco— they embraced it.
That's the PlayStation effect.

CAMPAIGN AT A GLANCE

+53%

Improved brand impression from the PlayStation partnership

+45%

More likely to consider Telco products post-campaign

+31%

More likely to associate Telco with gaming — ages 18–34

+23%

More likely to associate Telco with PlayStation — ages 18–34

+7%

Perceived Telco as 'extremely unique' among 18–34 PS5 owners (20% → 27%)



THANK YOU