

# The Wall Sale

## What's Sony Recycle Project JEANS

In 2009, Sony started a brand new form of recycling. We regenerated a giant tarp of advertising (10m by 18m) at the Sony Building in Ginza to jeans. A pair of the jeans is a one and only design because it is hand-made of Sony Ads with diversified design. Exclusively selling 120 pairs for 15,000 JPY (\$150) each, and a portion of proceeds are donated to restoring World Heritage Sites. This activity is a tangible corporate branding activity by Sony.



## Challenge

What is the best way to communicate the concept of this activity?

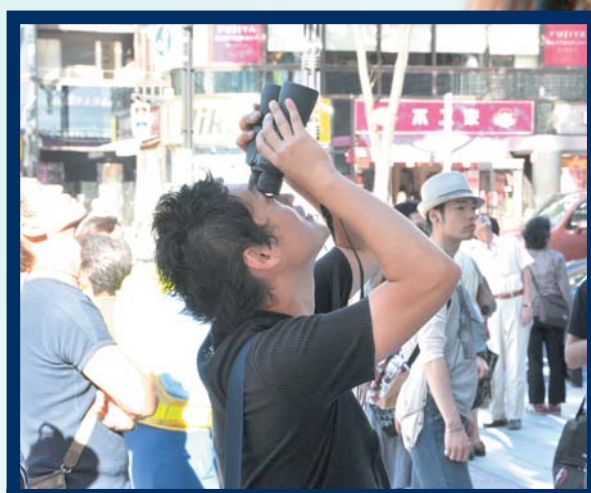
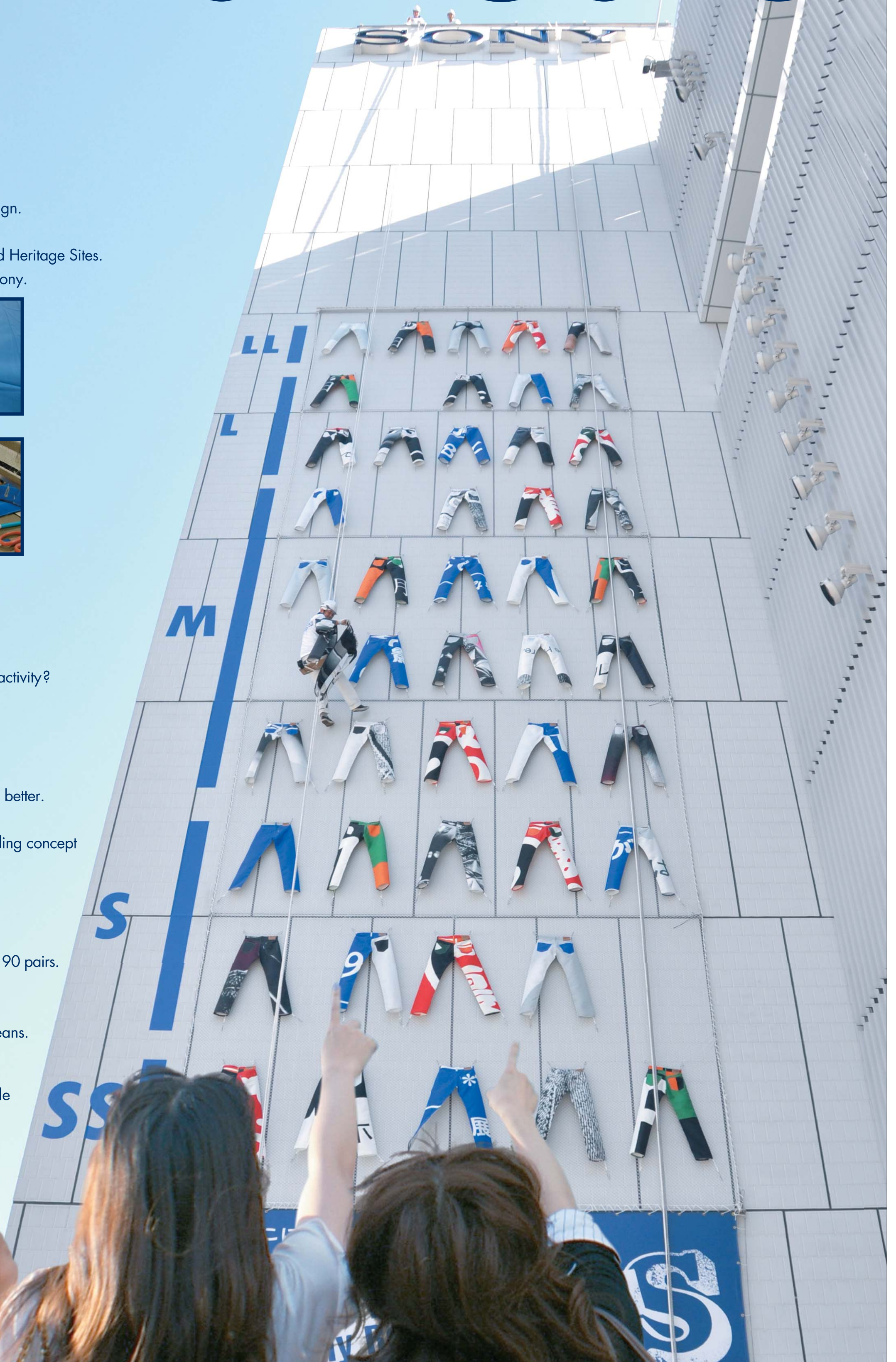
## Idea

Selling them at the place of origin: Sony Building's wall. Vegetables at a farm taste better. Wines at a winery taste better. Sushi at a fishing port taste better. That is "farm fresh". So we aimed to gain a better understanding for the recycling concept by selling at where the ad was run.

## Results

As of end of November, we have sold the target number of 90 pairs. Advertising media cost is none, but we got the publicity over \$400,000 worth. Most of the project cost was covered by the sales of the jeans.

Outdoor advertisements are bound to be useless once a campaign is over, but we transformed a disposable outdoor advertising creative into a valuable product. We also transformed an outdoor advertising medium into a point of purchase.



1 Peer through binoculars and choose a pair of jeans



2 A staff ropes down the wall



3 Takes off the pair of jeans



4 You can get a one and only designed jeans