

# Race, Ethnicity & Culture Ad Executions

**Brand:** Sony

**Name:** Futurist Nostalgia

**Research Question:** What is the best way to represent minoritized people in the media?

**H1:** Tune Out the Real World

**H2:** Immerse Yourself in Sony.

**Body:** Sony's noise canceling headphones will keep you lost in your music, free from the commotion of the outside world.

**Tag:** #SonY2K

**Pitch:**

Visually, this campaign draws from the Sony (and other technology) advertisements from the 90's and early 2000's. The whole 'Y2K' trend and a general resurgence of the retro futurism and futuristic aero aesthetic inspired me to make a 'vintage' campaign invoking that style. Within the framework of this being the race, ethnicity, and culture unit, I decided to opt for entirely casual representation. I made an ad campaign with a visual style idea and included people who weren't white. It's people in an advertisement, period, that is it. This ad specifically was made for my 'Ezra' persona, as it would be a way for him to see someone who looks like him and wears headphones like him in a way that looks cool and is identifiable.



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**H1:** Better Gaming Unlocked

**H2:** Always a Good Game with Sony.

**Body:** Playstation is the gaming console of the future, offering the most advanced and out-of-this world capabilities.

**Tag:** #SonY2K

**Pitch:**

This ad follows the same visual idea and representation premise as the previous, this time featuring a Hispanic woman playing video games. I did this for many reasons, but looking at my persona Rochelle, this was made for her. Women as a whole are underrepresented in the gaming space. This includes advertisements, games themselves, and community- related aspects of gaming. This is even more so for women of color, so I wanted to make sure I included them. As mentioned previously, I've opted for a casual kind of representation in this campaign, so it is merely a person playing video games in a specific visual aesthetic.



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**Research Question:** What is the best way to represent minoritized people in the media?

**H1:** The Future at Your Fingertips

**H2:** Technological innovation is in your hands with Sony.

**Body:** Revolutionize yourself with the all new Sony Xperia tablet, the thinnest and most future-forward yet.

**Tag:** #SonY2K

**Pitch:**

Under the same ideas of the other two ads in this campaign, I'm aiming for casual representation by merely including people in my vision. The previous one, featuring the woman, included a level of intersectionality by having a woman of color. Similarly, this ad features a man of Asian descent who is also older than you would typically see in this sort of ad. Tech ads in general, and especially the late 90's to early 2000's ones that I based this campaign on almost exclusively young people. I think this is due to the fact that younger people tend to have more interest in technology, but we do live in a society where everyone is expected to use technological devices to get by in their day to day lives and to communicate with others.

