



NGC ASIA - SONY ERICSSON

PARTNERSHIP



**NATIONAL
GEOGRAPHIC
CHANNEL**

Think Again.

SONY ERICSSON



“Windows into Asia” was an exclusive partnership which Sony Ericsson formed with NGC. This project started when SE wanted to launch their new 3.2 megapixel Sony Ericsson Cyber-shot phone, the K800i. So the search was on for the next mobile photographer. NGC commissioned renowned National Geographic Adventure Photographer Matthieu Paley to take pictures on the K800i. Furthermore a photo contest was introduced with a grand prize for 2 on a National Geographic Expedition to Mongolia.

ON-AIR

-2 x 60” and 30” vignette about Windows Into Asia project

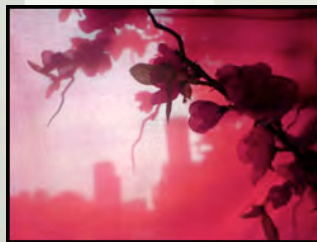
-2 x 10” contest spot

ONLINE

Online microsite for photo contest submissions and exclusive downloads of ring tones, video and wallpaper

RESULTS

Winners from seven Asian countries were awarded Sony Ericsson Cyber-shot phones and NGC premiums. See award winning picture (left) titled Red City that won the NG Expedition trip to Mongolia.



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THANK YOU

Please feel free to contact us
for more information

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