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Subject: Sony's laughable viral marketing.  
Posted by [Canadacdn](#) on Sun, 17 Dec 2006 19:49:13 GMT  
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Many of you have probably seen or heard about Sony's pathetic "viral" marketing attempts to sell PSPs to people this holiday season, the embarrassing fake blog:  
[www.alliwantforchristmasisapsp.com](http://www.alliwantforchristmasisapsp.com) (which has since gone offline)

and this awful, awful "viral" marketing video:  
<http://www.youtube.com/watch?v=0G0LIXv-nyl&mode=related&search=>  
If your ears bleed after watching this, it isn't my fault.

What the hell was Sony thinking when they did this? First annoying borderline racist dustball things, Demon babies, and now this garbage. Sony needs to learn how to advertise.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [icedog90](#) on Sun, 17 Dec 2006 20:25:26 GMT  
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I already know that Sony has absolutely NO skill in marketing, but that "rap" video for the PSP seems absolutely fake. I cannot see them being that stupid, and making such an unprofessional commercial. There are no post-processing effects, it's not in 24p, and the camera angles are amateur.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [mrpirate](#) on Sun, 17 Dec 2006 20:48:47 GMT  
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At least they've shifted their focus away from making rootkits.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [Canadacdn](#) on Sun, 17 Dec 2006 20:50:56 GMT  
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icedog90 wrote on Sun, 17 December 2006 14:25 I already know that Sony has absolutely NO skill in marketing, but that "rap" video for the PSP seems absolutely fake. I cannot see them being that stupid, and making such an unprofessional commercial. There are no post-processing effects, it's not in 24p, and the camera angles are amateur.

It's supposed to look cheap and home-made. That's what Sony's viral marketing goal is.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [jnz](#) on Mon, 18 Dec 2006 01:15:37 GMT  
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<http://youtube.com/watch?v=sq0bhrHhqN4&mode=related&search=>  
<http://youtube.com/watch?v=qgU3S9XrmMk&mode=related&search=>  
<http://youtube.com/watch?v=OrQUWty37nY&mode=related&search=>  
<http://youtube.com/watch?v=tyxVVVv3UUw&mode=related&search=>

these made me want to buy it.

the demon baby one; made me ROTFLMAO

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Subject: Re: Sony's laughable viral marketing.  
Posted by [Canadacdn](#) on Mon, 18 Dec 2006 01:24:35 GMT  
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I love how those ads do nothing except talk about hardware and mention nothing about the actual games on the system.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [jnz](#) on Mon, 18 Dec 2006 01:26:05 GMT  
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there is no way you watched all of them all the way through

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Subject: Re: Sony's laughable viral marketing.  
Posted by [PlastoJoe](#) on Mon, 18 Dec 2006 05:19:42 GMT  
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That video makes me want to watch Smash My PS3.

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Subject: Re: Sony's laughable viral marketing.  
Posted by [icedog90](#) on Mon, 18 Dec 2006 09:07:39 GMT  
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I think the smash my PS3 video was better than all of the rest, because there's this kid in the video all pissed off about it and it's funny.

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Subject: Re: Sony's laughable viral marketing.

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Posted by [\\_ToXiN\\_](#) on Mon, 18 Dec 2006 21:37:48 GMT

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<http://www.youtube.com/watch?v=6Bqq38WZctA>

And I actually remember seeing that and other Sony ad's that were good. Very good commercials that were brilliantly made. Even the PS2 commercials were excellent.

It's sort of sad seeing them descending to these sorts of depths with their advertising. What next, pulling Meme's off of /b/ at 4chan and using those to seem cool? =/

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Subject: Re: Sony's laughable viral marketing.

Posted by [Halo38](#) on Sat, 23 Dec 2006 20:42:47 GMT

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I haven't seen or heard of any of these adverts for the PS3, thanks to you I now have, that is the goal of viral marketing.

Sony 1 : Canadacdn 0

gg

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Subject: Re: Sony's laughable viral marketing.

Posted by [PlastoJoe](#) on Sat, 23 Dec 2006 22:52:10 GMT

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Only matters if you've never heard of the PS3. Or if the utter crappiness of these ads makes you want to buy one.

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Subject: Re: Sony's laughable viral marketing.

Posted by [SlikRik](#) on Sun, 24 Dec 2006 15:26:16 GMT

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[\\_ToXiN\\_](#) wrote on Mon, 18 December 2006

16:37<http://www.youtube.com/watch?v=6Bqq38WZctA>

And I actually remember seeing that and other Sony ad's that were good. Very good commercials that were brilliantly made. Even the PS2 commercials were excellent.

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That was a good commercial, lol. Bet the US FCC wouldn't allow that one.

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But yea, in comparison with the ones that Canadacdn posted, old Song adverts > new Sony adverts.

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