

Sony double life analysis essay sample



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Sony is a brand that believes in creating things which captures consumers' imaginations and enhancing their lives in the process. Their products such as the PlayStation aim to stimulate people's senses and refresh their spirits.

The Sony PlayStation delivers a message that it helps players achieve their dreams and attain fulfilment in their lives. This message is depicted in the commercial using peripheral cues that appeal to our inner fears, and it can be seen through the following frameworks. Three Act Story Structure

Situation (Act 1) The people featured had typical, normal day jobs and lives that were mundane and unfulfilling. The characters in the story recognises a shared humanity that the audience can relate to. People are generally afraid to be outcasts as well as feel unaccomplished in life. **Complication (Act 2)** All the characters faced the same problem that creates a single dramatic question. They feel trapped within their boring mechanical day lives which block them from fulfilling their desire to achieve great things, and they needed relief. Hence, they find the missing excitement by engaging in game play on their PlayStation after work or at night.

This relieves the tension they face in the day and provides satisfaction.

Resolution (Act 3) Although these people live a double life, they feel empowered and in control. Most importantly, by playing the PlayStation, they gain greater pride in themselves as well as greater self-esteem. As such, they are not afraid to admit they lead a double life as the PlayStation gave them a new lease of life instead. **Brand Story Framework The Message:** "Helping Dreamers Dream" Sony creates products for all types of imagination, which stimulates the mind and senses. The PlayStation gives typical outcasts a second lease of life, and the chance to be heroes. Through the games,

players are given the strength to achieve their dream and reach their goal of doing great things and become accomplished.

The Conflict: " Predictable and Unfulfilling Life" This goes against the PlayStation's values such as to help people escape from the mundanity of life. It hopes to empower its audiences, help them pursue infinite possibilities and take control of their lives. However, the conflict seems to suggest otherwise that people should resign to their fate and dreams are far-fetched ideas. **The Hero: " The Adventurer, The Magician and The Brave Hero"** Being the Adventurer, Sony's PlayStation challenges the audience to break free from the constraints of daily life, and to bravely explore new grounds to discover new potentials. As the Magician, it gives them control of the game characters' lives and shows them that dreams can come true as long as one puts their hearts to achieving it. Lastly, the Brave Hero challenges our inner fears of feeling unaccomplished and encourages us to believe in ourselves. By doing so, everyone can realise their potential as a winner and learn to take pride in gaining control of our lives. **The Plot: " The Ugly Duckling"** The PlayStation project faced much difficulty in launching due to the initial collaboration fallout with Nintendo, and strong opposition from board members and older Sony executives.

Many did not believe in its potential. However, the project team's persistence gave the PlayStation a chance to succeed and prove its critics wrong. It has the power to change people's lives, transform experiences, and help them achieve the accomplishment they lacked in real life. This influence is reiterated in their slogan, " Do Not Underestimate The Power of PlayStation.", where players are given a new lease of life and empowerment.

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This serves as an encouragement for the audience to not underestimate their own ability to achieve great things and breakthroughs. Conclusion Based on the above analysis, Sony PlayStation's story has a structure that satisfies the frameworks for a well-told story. In addition, it appeals to and provides a solution to the audience's shared humanity of the fear of being society's outcasts, and the desperate need to find fulfilment in their actions. People can relate to the commercial's characters, and can understand the emotions and feelings portrayed. Hence, by appealing to the peripheral cues of the audience, " Double Life" is successful in capturing their attention.