



**Sanyo**

Sanyo asked us to create an online competition for schools in the UK and Germany to upload new music and songs via their new Xacti Sound Recorder. The competition lasted for three months and resulted in hundreds of entries and votes in both countries. The winning entry claimed thousands of pounds worth of equipment for their school.

“ Working with The House London team was a joy - when we asked them to design a music competition microsite, they found a strategy which made more sense and worked with the SoundCloud team to integrate the site with their database. Automatically, this opened up Sanyo to key music enthusiasts and we were able to market the Xacti Sound Recorder to them for free. All in all, an outstanding success from a branding and a PR perspective.

*Dominic Jones, UK Marketing Manager at Sanyo Europe*

**Which services did this include?**

- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT

Like this, let's talk? email [michael@thehousethondon.com](mailto:michael@thehousethondon.com) or call + 44 (0)20 7209 4957