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Subject: Sony is a master of marketing ads  
Posted by [Jaspah](#) on Fri, 07 Jul 2006 18:42:16 GMT  
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Notice anything in this Sony ad?

However, this billboard is only in Europe. I don't know what would happen if it was in the U.S.

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Subject: Re: Sony is a master of marketing ads  
Posted by [cheesesoda](#) on Fri, 07 Jul 2006 18:49:29 GMT  
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It'd be racist in America because white "domination" seems to remind people of our past. If people would remember the past, but let it remain in the past; things would end up being a little more peaceful. Since that's not the case, Sony is smart to keep that marketing in Europe.

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Subject: Re: Sony is a master of marketing ads  
Posted by [PlastoJoe](#) on Fri, 07 Jul 2006 21:55:45 GMT  
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Did you take it down? There's nothing there.

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Subject: Re: Sony is a master of marketing ads  
Posted by [light](#) on Fri, 07 Jul 2006 22:01:13 GMT  
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Quote:Now at first glance, this stands to be a pretty offensive advertisement. That was my first reaction, definitely. However it's important to keep in mind that this advertisement isn't running in the US. It's a campaign over in Europe (Holland, if I recall correctly?) only. Why is that? Maybe because here in America we have such a history of racial tension, a history of slavery, an issue that divided our country in two in the face of war. So maybe it seems like a pretty harsh image to us, because we're extra sensitive to that sort of thing, perhaps out of shame, due to that part of our nation's history. (I'm not saying racism doesn't exist elsewhere around the world, but I'm not from elsewhere around the world, so I can't vouch for the feelings of different cultures.)

But the advertisement wasn't meant for us (America). It's probably not a mistake that Sony isn't running that particular campaign in the US. They may have felt it was more likely to be misinterpreted here. So I'm not sure I can condemn them as insensitive just because we Americans are so particularly prone to get our hackles up over things like this. It would sort of be like getting offended that a billboard in Japan is in Japanese, and I can't understand it.

It's just skin. Different colors, sure. And Sony has stated that their goal behind the advertisement

was to focus on the contrasting colors (two other images from the campaign). So in that regard, using colors, what's the big deal about using a person with black skin and a person with white skin? It's just color.

It would be nice if we lived in a world where anyone looked at that billboard and all they saw was two people.

But, in America especially, you look at that billboard, and you see a white person in an assumed position of dominance over a black person, and immediately alarms go off in your head. Everything we learned in history class about the 1800's comes flooding into our minds, along with a healthy dose of guilt, and we apply our own demons to the image. We attach 150 years of racial tension to the image, and condemn it for our history, not because of any message it's actually delivering.

Which really is just two people representing two handheld video game consoles.  
<http://www.ctrlaltdel-online.com/>

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Subject: Re: Sony is a master of marketing ads  
Posted by [cheesesoda](#) on Fri, 07 Jul 2006 22:03:27 GMT  
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Yeah, that's where I kind of got my post from. A little spin-off.

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Subject: Re: Sony is a master of marketing ads  
Posted by [JohnDoe](#) on Fri, 07 Jul 2006 22:20:56 GMT  
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I'm cool with it as long as it's white dominance and not asian or jewish or gipsy.

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Subject: Re: Sony is a master of marketing ads  
Posted by [Sniper\\_De7](#) on Fri, 07 Jul 2006 22:23:13 GMT  
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from what i heard, the dutch are racist against black people over there. Then again, my source may be wrong

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Subject: Re: Sony is a master of marketing ads  
Posted by [Viking](#) on Fri, 07 Jul 2006 22:30:14 GMT  
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LOL, sony fails at advritising.

Subject: Re: Sony is a master of marketing ads  
Posted by [Weirdo](#) on Fri, 07 Jul 2006 23:24:30 GMT  
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Sniper\_De7 wrote on Fri, 07 July 2006 18:23from what i heard, the dutch are racist against black people over there. Then again, my source may be wrong

I am dutch.

The Dutch aren't by standard racist. Problem is the netherlands is quite multi-cultured The discrimination problems that we have here is based more on culture than on color. There are some people who are really scared that these people on come to our country to steal the jobs and live on our welfare.

But you americans aren't the only ones with an history of slavery. The Commonly used word "Apartheid" is as Dutch as it can get. And we had our share of colonies where the local people were used as slaves.

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Subject: Re: Sony is a master of marketing ads  
Posted by [mision08](#) on Sat, 08 Jul 2006 04:05:36 GMT  
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Sniper\_De7 wrote on Fri, 07 July 2006 17:23from what i heard, the dutch are racist against black people over there. Then again, my source may be wrong  
Blacks are racist against blacks here. Black or white Asian or Dutch that girl is hot, and we all want to pee on her. What?

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Subject: Re: Sony is a master of marketing ads  
Posted by [Nodbugger](#) on Sat, 08 Jul 2006 05:12:07 GMT  
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You guys act like Europe never had slavery.

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Subject: Re: Sony is a master of marketing ads  
Posted by [DarkDemin](#) on Sat, 08 Jul 2006 05:19:22 GMT  
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Slavery in Europe existed with all races. America was one of the few countries to dominate a single race and force them into slavery.

\*waits for post to be nodbuggered.

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Subject: Re: Sony is a master of marketing ads  
Posted by [cmatt42](#) on Sat, 08 Jul 2006 06:24:15 GMT  
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DarkDemin wrote on Sat, 08 July 2006 00:19Slavery in Europe existed with all races. America was one of the few countries to dominate a single race and force them into slavery.

\*waits for post to be nodbuggered.

Not quite true. At one point, American settlers enslaved the natives.

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Subject: Re: Sony is a master of marketing ads  
Posted by [JohnDoe](#) on Sat, 08 Jul 2006 07:45:03 GMT  
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Weirdo wrote on Fri, 07 July 2006 16:24Sniper\_De7 wrote on Fri, 07 July 2006 18:23from what i heard, the dutch are racist against black people over there. Then again, my source may be wrong

I am dutch.

The Dutch aren't by standard racist. Problem is the netherlands is quite multi-cultured The discrimination problems that we have here is based more on culture than on color. There are some people who are really scared that these people on come to our country to steal the jobs and live on our welfare.

But you americans aren't the only ones with an history of slavery. The Commonly used word "Apartheid" is as Dutch as it can get. And we had our share of colonies where the local people were used as slaves.

Don't you have that weird Santa Clause sidekick?

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Subject: Re: Sony is a master of marketing ads  
Posted by [Sir Phoenixx](#) on Sat, 08 Jul 2006 12:14:42 GMT  
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That ad campaign (because judging a single ad from an ad campagn is taking it out of context) is not racist.

From a few of the ads they released from the campaign, the first one shows one white woman and a black woman about to fight (with the black woman grabbing the white woman's arm). The next ad shows the white woman grabing the black woman. The third ad they released shows that the black woman threw/knocked the white woman to the floor and is standing above her. Yeah, that sounds very racist...

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Subject: Re: Sony is a master of marketing ads  
Posted by [Goztow](#) on Sat, 08 Jul 2006 12:21:19 GMT  
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Ow my gaaaawd it's racist towards white people!!!!111oneone

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Subject: Re: Sony is a master of marketing ads  
Posted by [Nodbugger](#) on Sat, 08 Jul 2006 22:31:45 GMT  
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DarkDemin wrote on Sat, 08 July 2006 01:19Slavery in Europe existed with all races. America was one of the few countries to dominate a single race and force them into slavery.

\*waits for post to be nodbuggered.

But heres the deal, whites chose to be indentured servants. Africans and so forth were forced into it. Just as they were in America. It is just that America started later than everyone else and Europe felt we needed the burst of slave labor to build up the country and that is pretty much what happened.

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Subject: Re: Sony is a master of marketing ads  
Posted by [PlastoJoe](#) on Sun, 09 Jul 2006 01:55:20 GMT  
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My problem with those ads isn't that they're possibly "racist." It's that they really don't seem to have anything to do with what they're advertising. Unless they have a new chick-fight game for PS2, it looks random and stupid.

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Subject: Re: Sony is a master of marketing ads  
Posted by [icedog90](#) on Sun, 09 Jul 2006 05:58:55 GMT  
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SpyGuy246 wrote on Sat, 08 July 2006 18:55My problem with those ads isn't that they're possibly "racist." It's that they really don't seem to have anything to do with what they're advertising.

Unless they have a new chick-fight game for PS2, it looks random and stupid.

I agree.

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Subject: Re: Sony is a master of marketing ads  
Posted by [Weirdo](#) on Sun, 09 Jul 2006 08:19:55 GMT  
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JohnDoe wrote on Sat, 08 July 2006 03:45Weirdo wrote on Fri, 07 July 2006 16:24Sniper\_De7 wrote on Fri, 07 July 2006 18:23from what i heard, the dutch are racist against black people over there. Then again, my source may be wrong

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But you americans aren't the only ones with an history of slavery. The Commonly used word "Apartheid" is as Dutch as it can get. And we had our share of colonies where the local people were used as slaves.

Don't you have that weird Santa Clause sidekick?

Yes that's us, The english version is based on our one. Our santa clause has instead off his little helpers, Black people named "Black Piets". In the december months this always get's a bit controversial, but since this is something from centuries earilier and the reason they are black doesn't really have anything to do with slavery it won't change.

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Subject: Re: Sony is a master of marketing ads  
Posted by [trooprm02](#) on Tue, 11 Jul 2006 00:42:33 GMT  
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Sony is a rootkit faggit company

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Subject: Re: Sony is a master of marketing ads  
Posted by [Berkut](#) on Tue, 11 Jul 2006 00:44:53 GMT  
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Seriously. Anyone who is willing to spend \$600 on a game console is in serious need of a

girlfriend.

(Then again, as my friend put it, anyone who is willing to spend \$6,000 on a girlfriend is in serious need of a game console, so... )

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Subject: Re: Sony is a master of marketing ads  
Posted by [OWA](#) on Tue, 11 Jul 2006 01:22:52 GMT  
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Sony fail at adverts. Why not put some screenshots on instead of something totally irrelevant.

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Subject: Re: Sony is a master of marketing ads  
Posted by [Canadacdn](#) on Tue, 11 Jul 2006 14:14:32 GMT  
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haha, At least it's not as bad as this.

This Sony Playstation was released in Europe two years ago, the text reads "10 years of passion". You can guess what people's reactions were.

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Subject: Re: Sony is a master of marketing ads  
Posted by [terminator 101](#) on Tue, 11 Jul 2006 15:06:35 GMT  
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Berkut wrote on Mon, 10 July 2006 20:44 Seriously. Anyone who is willing to spend \$600 on a game console is in serious need of a girlfriend.

(Then again, as my friend put it, anyone who is willing to spend \$6,000 on a girlfriend is in serious need of a game console, so... )

Interesting logic, but the first statement is not true, because some people spend much more than that on computer and upgrades for it, and the second statement is a bit weird too.

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Subject: Re: Sony is a master of marketing ads  
Posted by [Berkut](#) on Thu, 13 Jul 2006 05:21:43 GMT  
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Terminator 101 wrote on Tue, 11 July 2006 10:06 Interesting logic, but the first statement is not true, because some people spend much more than that on computer and upgrades for it...

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Berkut wrote on Mon, 10 July 2006 20:44...console...

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Subject: Re: Sony is a master of marketing ads  
Posted by [Sniper\\_De7](#) on Thu, 13 Jul 2006 05:53:34 GMT  
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so someone spending 600 dollars for a console needs a girlfriend but someone who spends 1000s for a computer doesn't?

hint: I obviously do not agree with it because there are millions who have paid over 1000 dollars for computer/upgrades and i'm sure they don't all need girlfriends. Likewise, there is no correlation between console prices and number of girlfriends consumer has. Since.. most of the time kids aren't the ones who are buying it...

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Subject: Re: Sony is a master of marketing ads  
Posted by [cmatt42](#) on Thu, 13 Jul 2006 17:51:10 GMT  
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Sony is pulling the ads.

Source: <http://www.gamespot.com/news/6153816.html>

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Subject: Re: Sony is a master of marketing ads  
Posted by [Halo38](#) on Sat, 15 Jul 2006 17:41:10 GMT  
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one winged angel wrote on Mon, 10 July 2006 21:22 Sony fail at adverts.

Sony has succeeded, everyone is talking about these adverts all over the world from just printing them in 1 country holland, as a result everyone knows about the white PSP now (some very well generated awareness).

Sony will not be taken to court or sued they will lose no money or loss of public support for their products. I wouldn't be suprised if every large gamers forums has a post about this advert. They have sugested a sensitive subject and used the way information travels so quickly on the web to promote their product fast and cost effectivly.

They knew exactly what they were doing

So go buy the new PSP White to fund more viral adverts like this

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Subject: Re: Sony is a master of marketing ads  
Posted by [DarkDemin](#) on Sun, 16 Jul 2006 16:55:37 GMT  
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Berkut wrote on Mon, 10 July 2006 20:44 Seriously. Anyone who is willing to spend \$600 on a game console is in serious need of a girlfriend.

(Then again, as my friend put it, anyone who is willing to spend \$6,000 on a girlfriend is in serious need of a game console, so... )

That is for a PSP not a PS3...

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Subject: Re: Sony is a master of marketing ads  
Posted by [mision08](#) on Thu, 20 Jul 2006 14:52:58 GMT  
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trooprm02 wrote on Mon, 10 July 2006 19:42 Sony is a rootkit faggit company

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