



RITCHDESIGN

A decorative graphic at the top of the page features a central point from which several thin, light-colored lines radiate outwards. Above this point, a series of overlapping, colorful arrows (in shades of orange, green, and purple) point towards the center. The arrows are arranged in a way that they appear to be flowing together from both sides.

SONY CENTRE POS AND INSTORE ADVERTISING

I have worked on a large amount of POS, in-store advertising and related regional newspaper advertising for a major franchise of 13 Sony Centres across the south east. This involved working with the marketing manager to rejuvenate campaigns on a weekly or monthly basis for the whole Sony product range. Then producing and distributing the resulting collateral to individual stores and publications in each county. I have literally designed, created and delivered thousands of pieces over the last 10 years.

VAIO



SHOW YOUR TRUE COLOURS

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Sony Centre Cribbs Causeway
Unit 132 Upper Level,
The Mall at Cribbs Causeway,
Bristol BS34 5DG
0117 914 3477
www.sonycentres.co.uk/cribbscouseway

Sony Centre

More Sony for your money

Sony Centre Bristol Galleries
Unit M16 The Galleries,
Broadmead, Bristol BS1 3XD
0117 922 5850
www.sonycentres.co.uk/bristol



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PRETTY IN PINK



EXCLUSIVE
TO SONY CENTRES

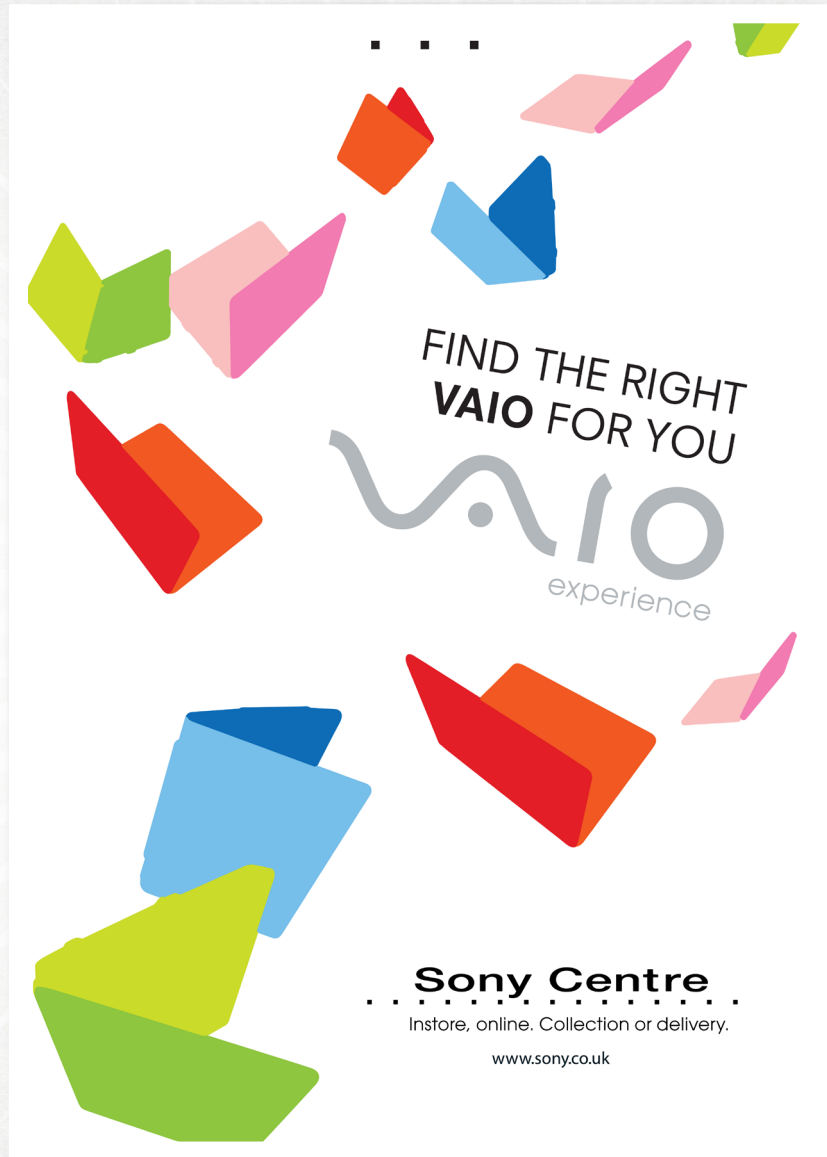
WAS £279
NOW ONLY
£249!
SAVE £30!

Plus £20
Accessory Voucher*

Sony Centre

More Sony for your money

Operated by Sonex Communications Plc. *Ask In Store for details.



FIND THE RIGHT
VAIO FOR YOU

VAIO
experience

Sony Centre
Instore, online. Collection or delivery.
www.sony.co.uk

Half Price Headphones



~~Was £39.99~~

Now £19.99

Sonex
Presents **SONY** @Clarks Village

Unit 82, Block 7, Clarks Village

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SONY
make.believe

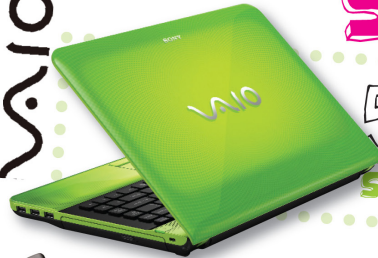
Get the
VAT-back^{*}
with Sony

*Cashback available on selected models only. Full price is payable in-store and Sony will refund 14.89% of the retail price you have paid which is equivalent to the VAT by Cashback. Terms & conditions apply. Ask staff for details. "Sony" and their logos are registered trademarks of Sony Corporation. All other trademarks are the property of their respective owners. Pictures are for illustration purposes only.

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STUDENT SPECIALS

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5% OFF
SELECTED NOTEBOOKS



PLUS FREE 3G DONGLE
WITH ANY NOTEBOOK!



1/2
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OFF SELECTED
HEADPHONES
AND IPOD DOCKS

Norwich Sony Centre
Unit 19, 128 Merchant Hall,
Lower Ground Chapelfield Shopping Centre,
Norwich, Norfolk, NR2 1SH
Tel: 01603 305 808
www.sony.co.uk/norwich

Sony Centre
Instore, online. Collection or delivery.

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life in Colour



- Stunning design & backlit keyboard
- Intel Core i5 processor (2nd gen)
- 4Gb Memory / 320Gb Hard Drive
- Power up & surf in seconds with one touch WEB
- Genuine Windows 7 Home Premium (64-bit)

Was £749
Now £599
Save £150

2 Year
Warranty



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Get the ultimate PS3 bundle here

60GB PS3 plus two game bundle available now

Sony Centres bring you the game console you've been waiting for. PlayStation 3 is a ground-breaking experience which offers a range of technical innovations, and a 2-game starter pack when you buy one here.

Features include:

- HD capabilities
- Internet ready
- Blu-ray Disc Player
- Wireless Connectivity

Games on offer in your starter pack:

- Resistance: Fall of Man
- Motor Storm

Sony Centre

More Sony for your money

At the Water Circus next to the cinema entrance
Tel 01322 427101 - www.sonycentres.co.uk/bluewater

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NEW SIGNING

S SERIES BRAVIA LCD TV
SILVER VERSION EXCLUSIVE TO SONY CENTRES



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Bluewater, Kent DA9 9SG
01322 427101
www.sonycentres.co.uk/bluewater

Sony @ Mayfair
16 North Audley Street,
Mayfair, London W1K 6WL
0207 355 2040
www.sonycentres.co.uk/mayfair

Brent Cross Sony Centre
Unit 18, Brent Cross Shopping
Centre, Hendon, London NW4 3FB
0208 202 4748
www.sonycentres.co.uk/brentcross

BRAVIA

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More Sony for your money

* Not to be used in conjunction with any other offer. Offer valid until 31st October 06. Pictures may be for illustration purposes only.
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5% OFF

5% OFF ALL PRODUCTS ON
PRODUCTION OF A VALID
SEASON TICKET OR
MEMBERSHIP CARD
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STORES*

SONY
@ Bluewater

At Sony Bluewater we have everything Sony
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Tel 01322 427 101



You make it a Sony
Operated by Sonex Communications Plc.

Sonex Communications Sony TV Advert Kent Messenger

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**FREE
5 YEAR
WARRANTY***

**AWARD WINNING
PERFORMANCE**

**WHAT HI*FI?
SOUND AND VISION
AWARDS 2010**

**TELEVISIONS
SONY KDL-40EX503**

YouTube | BBC iPlayer | BRAVIA Internet Video | Freeview HD | LOVE FULLE

AT A TRULY AMAZING PRICE

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£849**

**WAS
£699**

**NOW
£499**

**SAVE
£350**

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Sonex Communications Sony TV Advert In-Store Window Vinyl



Sonex Communications iPod Docs In-Store POS

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CLARITY



Cyber-shot

Sonex Communications Cyber-shot In-Store POS

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DEFINITION



BRAVIA

Sonex Communications BRAVIA In-Store POS

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STYLE



VAIO

Sonex Communications VAIO In-Store POS



RITCHDESIGN