
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 14:25l 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.
