

By: September 2007, Editor, Gaming Reviews (Consoles)

[Bikini Girls Love Playing Puzzles on the PSP](#)

Asian models seem to identify with Sony's portable gaming device

This is not the first time we've seen beautiful [Asian girls playing](#) on Sony's Playstation Portable, but now they're checking out a couple of puzzles, as such lovely ladies sure don't look like FPS fans. What's with all these young ladies barely covering their skin and playing the PSP? They're perfect for a PSP promotional campaign, as most gamers will keep their eyes on the girls, rather than on the console. Sony sure has a way with advertisements... One moment we're horrified by their choices for various ads, as they feature average people and next we're dealing with the hottest models innocently playing on the PSP. I haven't seen anyone laughing so hard while playing a puzzle game... I bet that the man behind the camera is telling jokes or something, since puzzles have never made me smile. A recent study showed that women own more consoles than men, so maybe Sony's using a wrong marketing strategy to approach its public. I'm not implying that we should rather see half-naked male models playing on the PSP, but promotional clips like the one below tend to get repetitive and the Japanese company's image will soon be associated with two Asian girls playing on a portable console. Also, I've just remembered that a couple of weeks ago everybody went crazy complimenting a beautiful [blond girl crying](#) over her Wii game failures. She was a Mario fan, but you can notice a tiny little bit of contrast, as a Nintendo sexy owner cries, while the PSP girls laugh their hearts out. I can bet my whole games collection on the fact that a promotional vid featuring a man playing a puzzle game won't impress the lady gamers as much as the clip below impresses us... Are we more superficial than gaming girls in the era of hot ads?