

NOKIA

Integrated Marketing Communication Project Report

Submitted To:

Submitted By:

Group x

Batch x

Acknowledgement

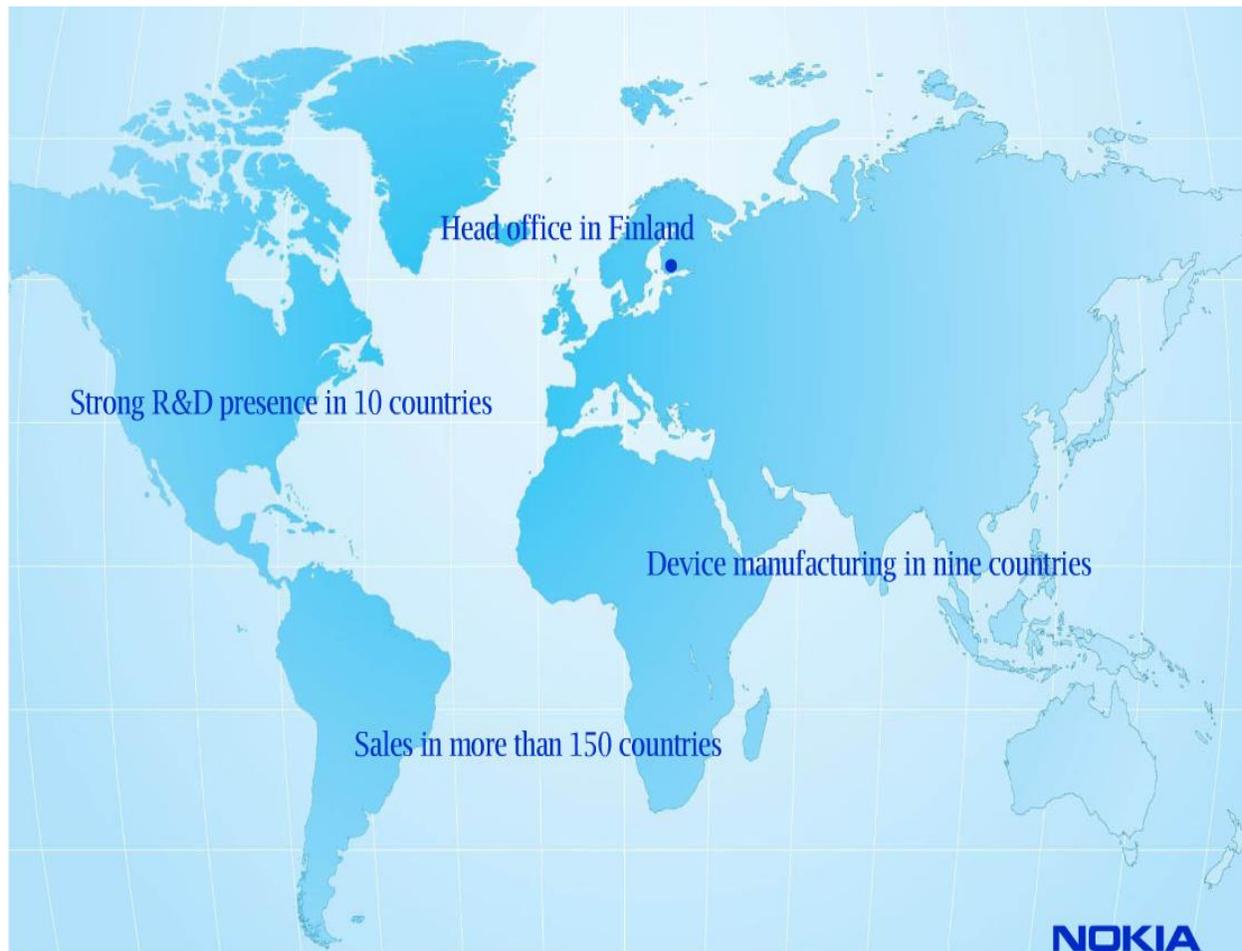
We would like to express our special thanks of gratitude to our teacher Prof. ABC who gave us the golden opportunity to do this project on the integrated marketing communication of Nokia, which also helped us in doing a lot of research on different strategies adopted by company. It gave us the opportunity to learn about many new things.

We are also thankful to our college, xxx, which provided us platform to carry out this project.

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Introduction



A leading player in mobile communications all over the world, NOKIA first started operations in the early 1980s

- ❖ Nokia was founded in 1865 by Fredrik Idestam in Finland as a paper manufacturing company. In 1920, Finnish Rubber Works became a part of the company, and later on in 1922, Finnish Cable Works joined them. All the three companies were merged in 1967 to form the Nokia Group.
- ❖ The name of Nokia, originated from the river which flowed through the town. The river itself, Nokianvirta, was named after the archaic Finnish word originally meaning a small, dark-furred animal that lived on the banks of the Nokianvirta River.

- ❖ In the late 1970s, Nokia started taking an active interest in the power and electronics businesses and by 1987, consumer electronics became Nokia's major business. Nokia created the NMT mobile phone standard in 1981 and launched the first NMT phone, Mobira Cityman, in 1987. The company delivered the first GSM network to Radkilinea, a Finnish company in 1991, and in 1992, Nokia ion - a precursor for all Nokia's current GSM phones - was introduced.



Vision

Our vision is a world where everyone can be connected.

Promise

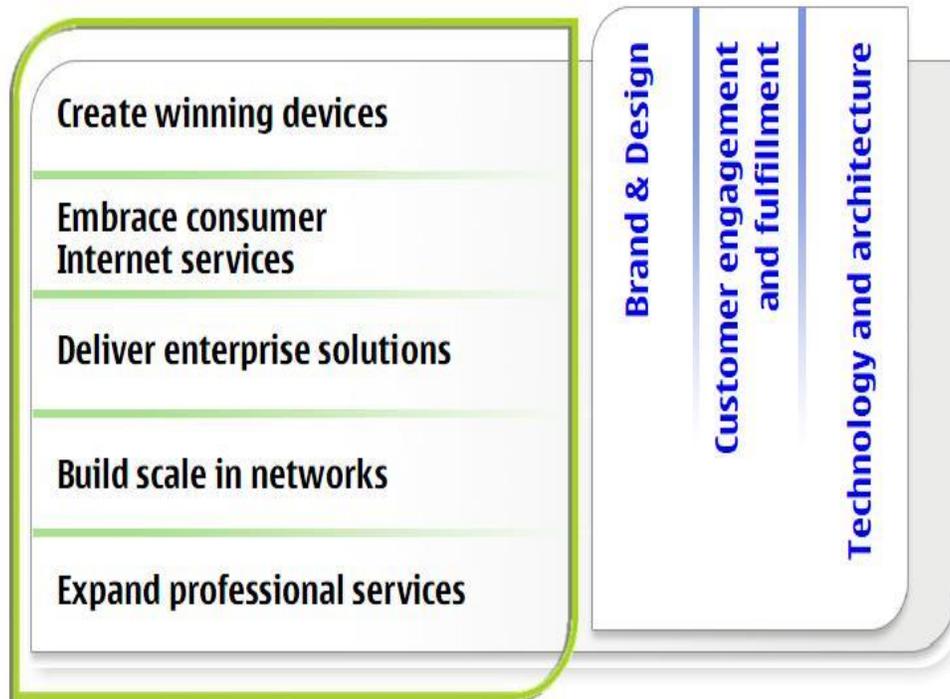
Our promise is to help people feel close to what is important to them.

Approach

Trusted consumer relationship.
Best mobile devices everywhere.
Context enriched services.

NOKIA

The five businesses of Nokia



Nokia business portfolio

Nokia strategic assets

Campaigns of Nokia

<https://www.youtube.com/watch?v=9xRC9gELdeo>

The Nokia 1100 (and closely related variants, the Nokia 1101 and the Nokia 1108) is a basic GSM mobile phone produced by Nokia, especially for the dusty Indian roads sprawled throughout the country. 200 million 1100s have been sold since its launch in late 2003, making it the world's best selling phone handset and the best selling consumer electronics device in the world

<https://www.youtube.com/watch?v=cUstHOU7oGA>

Diwali is all about smiles and laughter. Don't miss a single moment with the #bothie – the new Dual-Sight mode on the Nokia 8

<https://www.youtube.com/watch?v=uzjRKQLl8kY>

Diwali ad featuring Alia Bhatt. Smartphones that you can rely on for all occasions

<https://www.youtube.com/watch?v=UyVRpjq5-sc>

In the cold North we've been taught to craft things you can depend on - in real life. And in real life, when things aren't like in the movies, the most important thing about your smartphone is that you can depend on it. Introducing the new #Nokia8Sirocco now with Android One. Craftsmanship for real life.

<https://www.youtube.com/watch?v=rcjq5BU2Cp0>

Nokia 6.1

Multitask your way to a spur of the moment trip with Nokia 6.1 with 4GB RAM. A phone you can rely on for a lag-free experience, featuring Parineeti Chopra.

Objectives of the campaign

https://www.youtube.com/watch?v=XMxWao_4Ae4

The person will own the brand; the brand will not own the person. Nokia is the practical phone which will serve the owner and support owner's personality. Make an integrated campaign that has one unified voice that reestablishes Nokia as a brand that is different from others on the market.

When life throws you challenges, there's always someone you can rely on, whether it's a friend or a phone. Share moments with those that matter.

The launch ad for the new Nokia 7 is a nostalgic tale of two best friends who have always relied on each other. From facing school bullies to breaking down in the middle of nowhere, the friends depend on each other as well as various models of Nokia phones to get them out of trouble through the years. The story culminates with one friend who usually comes to the rescue turning to the other for help with a lift to the hospital for the birth of his son. Created by Mother and directed by Justin Chadwick through Tomboy Films, the ad ends with the tagline, "When we rely on each other, we need a phone that we can rely on." and the iconic Nokia tune.

Analyzing the 6 M's for the campaign

- **Market:** Nokia is one of the oldest mobile phone manufacturers in the world, they target almost all segments by launching varieties of products. To be specific, the target market according to age is the people between 15 to 40 years in age, although there are Nokia phones that are still preferred by people over 60 years in age.
- **Mission:**
 - ✓ Person will own the brand
 - ✓ Brand loyalty, like Friendship can be life long
 - ✓ Features two best buddies and follows their mutual lifelong shenanigans, starting from teaming up against hordes of bullies and ending up with the best events in a man's life - marriage and welcoming their firstborns.
- **Message :** "When we rely on each other, we need a phone that we can rely on". Earlier the message that Nokia wanted to convey to the public was about durability of the devices, but now it is focusing more on varieties, colours and features to attract the youth.
- **Media mix:** The company is focusing on TV ads, YouTube Videos, social media marketing, besides making Alia Bhat as the brand ambassador to promote the brand

among youth. Nokia should focus more on online ads, because they are not as costly as the TV ads.

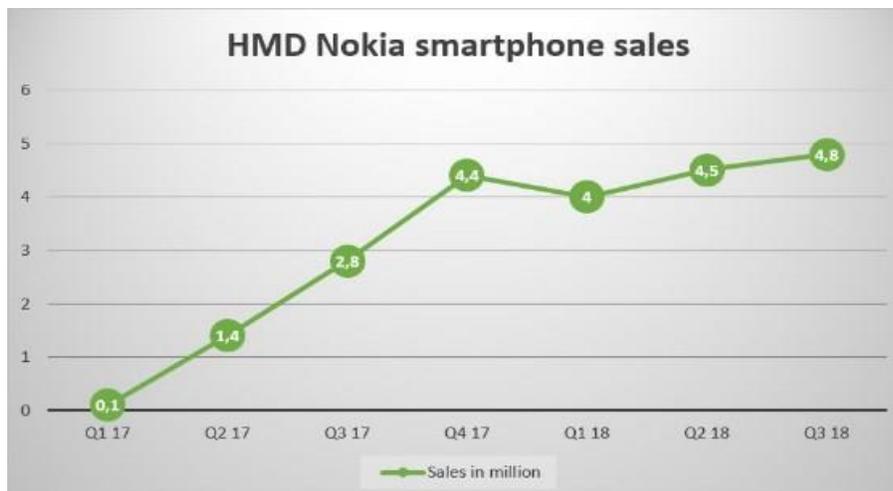
- **Money:** Approximately \$150 million was spent in the previous year on ads and promotions. TV ads had a share of 55%, YouTube videos of 25%, 10% on social media and 10% others.

Measurement:

- Million plus views
- When quizzed at MWC 2018, 70% in the audience said that Nokia has the highest unaided brand recall rate, but is in the consideration set of only 18%
- The global analysis firm Counterpoint Researched released their quarterly smartphone market monitor for the third quarter of 2018. In Q3 2018, the smartphone market declined 3% Year-on-year with 386 million units shipped

Exhibit 1: Global Smartphone Shipments Ranking and Market Share – Q3 2018

Global Smartphone Shipments (Millions Units)	2017Q3	2018Q3	YoY % Growth
Samsung	83.3	72.3	-13%
Huawei	39.1	52.0	33%
Apple	46.7	46.9	0%
Xiaomi	28.5	35.7	25%
Oppo	32.5	33.9	4%
vivo	28.6	30.5	7%
Lenovo*	15.3	11.3	-26%
LG	13.9	10.4	-25%
HMD	2.8	4.8	71%
Tecno	3.8	4.2	11%
Others	104.4	84.9	-19%
Total	398.8	386.8	-3%



Role of Different Agencies

HMD SIGNS €90 MILLION GLOBAL PR DEALS WITH ESSENCE AND MINDSHARE

- Essence will take over the social media accounts like Facebook, Instagram etc while Mindshare will have responsibility for local planning and buying, offline media and some digital media as well
- Mother remains the lead global agency for HMD and Exertis and Marvel will cover the distribution of new devices in many markets in EU, Asia and the Middle East
- HMD pledged to spend 500 million Euros on marketing and promotion of new devices

Exclusive: McCann Worldgroup Wins Creative Duties for Nokia Mobiles in India

By [Devesh Gupta](#), Published on Feb 12, 2018, 07:00 AM



Exclusive: The Glitch Bags Digital Mandate for Nokia Mobiles in India

By [Collin Furtado](#), Published on Feb 28, 2018, 07:28 AM



PR Campaign analysis

“Public Relations (PR) is a Process by which Organisations establish POSITIVE RELATIONSHIPS which lead to POSITIVE BEHAVIOUR” (Pat Jackson)

PR Crisis

Trade Promotion vs Consumer Promotion

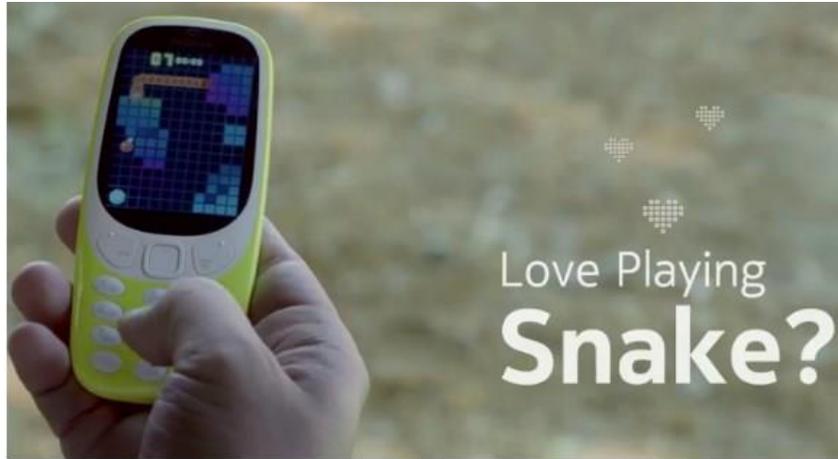
Trade Promotion help companies to differentiate its product, increase product visibility and increase product purchase rate. Whereas consumer promotion activities include rebates, coupons, premiums, contests, kid eat free programs, reward programs etc.

Trade Promotion by Nokia

Consumer Promotion by Nokia

Digital marketing

- Nokia launched a real time interactive campaign in Mexico and Indonesia to break into the market that Blackberry had dominated
- The QWERTY me interactive campaign demonstrated that the Nokia handset was more socially influential than Blackberry
- Nokia 3310 campaign – remodeling and relaunching a old phone
- Nokia relaunched several series of phones in India
- HMD's marketing team, under the guidance of "Mother", started airing interesting TV teasers in India on multiple TV channels. HMD started an advertising campaign online targeting customers from India with Nokia 3310 (2017) ads. The short TV commercials, or teasers, that show "Coming soon" message with the Nokia brand, while the iconic Nokia Tune is playing in the background
- In India, Nokia started a #MakeSnake challenge that attracted a lot of participants, including big brands that joined the challenge. For example, from the brands we have: Swiggy , Pepsi India, and McCain Foods India



 **Swiggy** 
about a year ago 

Whether it was feeding the Snake or feeding our customers, we've always believed in being Lightning Fast. Hope you enjoy this sumptuous #MakeSnake entry, Nokia Mobile 😊





Direct marketing and response

Recommendations

1. Focus on Handset Manufacture only
2. Enhance Product Portfolio
3. Increase Distribution Channels
4. Adjust Preferences for specific markets
5. Customer Satisfaction
6. Focus on Replacement
7. Increase Commitment to Emerging Market
8. Improve Collaboration on Designs
9. Ensure Accountability and Quality
10. Aggressive Pricing

PR Crisis and handling in Nokia

Nokia said while the BATTERY BURST Crisis:

Nokia has identified that in very rare cases the Nokia-branded BL-5C batteries subject to the product advisory could potentially experience overheating initiated by a short circuit while charging, causing the battery to dislodge. Nokia is working closely with Matsushita and will be cooperating with relevant authorities to investigate this situation.

Nokia has several suppliers for BL-5C batteries who have collectively produced more than 300 million BL-5C batteries. This advisory applies only to the 46 million batteries manufactured by Matsushita between December 2005 and November 2006, from which there have been approximately 100 incidents of overheating reported globally. No serious injuries or property damage have been reported.

Nokia also issues advisory and said that the battery was manufactured by Japan's Matsushita Battery Industrial Co. between December 2005 and November 2006. The BL-5C battery is one of 14 used by Nokia. The advisory comes amid a spate of issues with batteries in laptops and other electronic devices.

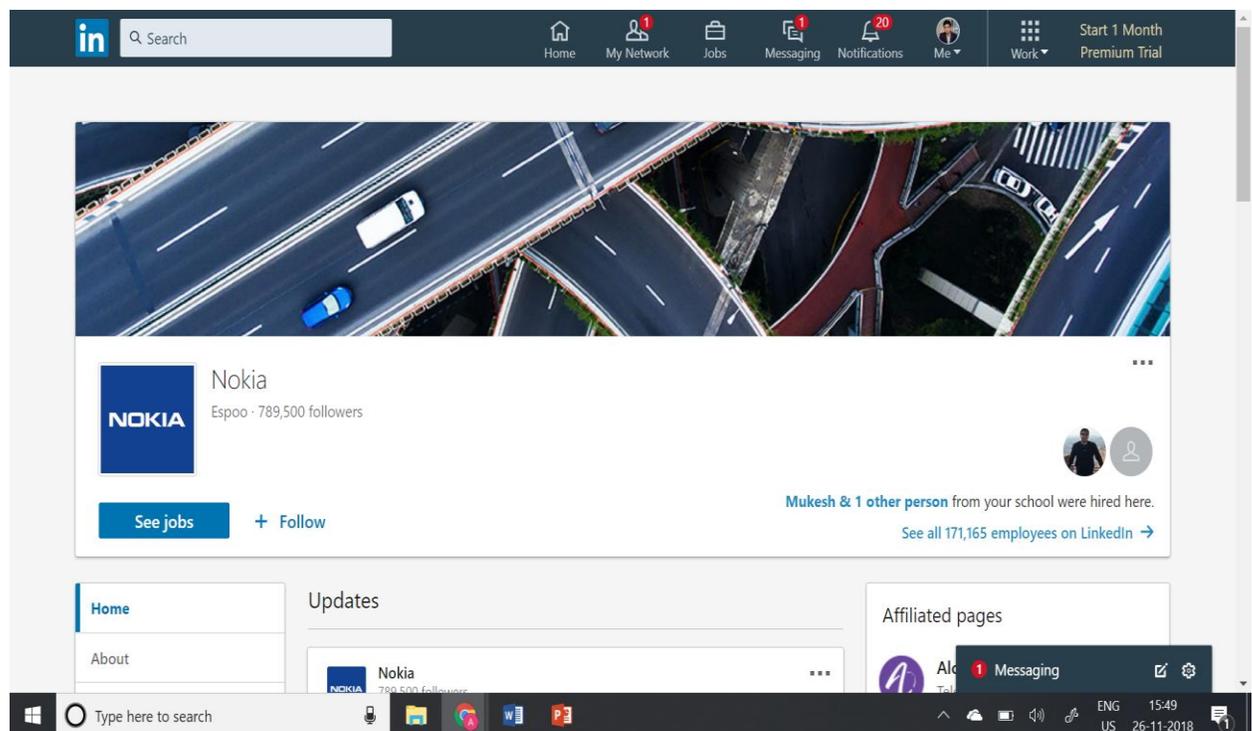
Consumer and Trade Sales Promotion

- **Game Kiosks:** There are gaming kiosks outside the shops, and volunteers are invited to play the game, and winners are awarded discount on Nokia phones, besides certain other rewards such as movie tickets et cetera.
- **Higher discount through Paytm Mall:** A higher cashback is offered to customers, if they are paying through Paytm Mall, although this promotion is very common in the mobile industry, it has a benefit of attracting customers.
- **Promoting Live on YouTube directly through phone feature:** Features such as direct live on YouTube through the phone's camera are promoted by the representatives, to target the youth, who is very much into getting live on Youtube.
- **New Products affordable price:** New products are launched frequently with more packed features at an affordable price.
- **Broad price range:** As the target market of Nokia is huge, people of 15 to 40 years in age, it launches products of a broad price range to attract a large pool of customers.
- **Large distribution point:** Earlier Nokia had an edge over the distributors, and it also had the bargaining power, but after the company collapsed, the bargaining power has been grabbed by the distributors, and the company has a good hold over the distributors even in the remote areas.

- **Alia Bhatt appointed as brand ambassador:** This move was made to promote the brand among the youth, and it also conveyed a message that Nokia provides countless features at a low price to attract the young customers.

Digital Marketing

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- Nokia 3310 campaign – remodeling and relaunching a old phone
- Nokia relaunched several series of phones in India



The screenshot shows the YouTube channel for Nokia Mobile. The channel name is "Nokia Mobile" with 611,703 subscribers. A prominent red "SUBSCRIBE 611K" button is visible. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". The featured video is "Nokia 7.1 Tell Your Story" with 3,978,168 views, posted 1 month ago. The video thumbnail shows a close-up of the Nokia 7.1 smartphone's camera. To the right, a "RELATED CHANNELS" section lists "Nokia" (subscribed), "Technical Guruji" (subscribed), "Geekyranjit" (subscribe), "Huawei Mobile" (subscribe), and "91mobiles". Below the featured video, there is an "Uploads" section with a "PLAY ALL" button and a row of video thumbnails.

The screenshot shows the Facebook page for Nokia. The page header includes the Nokia logo and the name "Nokia". The main content area features a large video of a person performing a bicycle stunt. Below the video are "Like", "Follow", and "Share" buttons, along with a "Learn More" button. The "Posts" section shows a post from November 16 at 9:54 PM with the text: "5G networks will enable high-speed and low-latency mobile connectivity at an unprecedented level. At #Junction 2018 we challenge you to showcase and visualize what 5G networks could enable: Instantaneous downloads? Perfect streaming of 4K videos? Go outside-the-box to summon the future of 5G. More info here: https://nokia.ly/2Q2DrwL Watch the video: https://nokia.ly/2OMXKcF". The "Community" section shows 13,336,137 likes and 13,048,499 followers. The right sidebar lists "YOUR PAGES", "CONTACTS" (including Soniya Tanwar, Rahul Agarwal, Kamalpreet Singh, Sniparna Banerjee, Dinesh Kumawat, Preetam Chakraborty, Ankit Ddn, Kamlesh Kumawat, Aditya Vikram Bisht, and Sreeja Dutta), and "GROUP CONVERSATIONS". The Windows taskbar is visible at the bottom.

Recommendations

- **Switching Value proposition is helping, however, a large segment is yet to be tapped:** Nokia is offering phones at very low prices, however, in rural areas, which has a large segment of customers. Thus, the company should do more promotions and advertisements in the rural areas.
- **Online Ads:** The company is spending a tiny speck on online Ads, and the return on Online Ads is very high. If the company does more promotions on online channels, the conversion will be very high.
- **More coupon discounts to retain customers:** There should be a separate scheme for loyal customers, who have owned Nokia phones for many years. Samsung does a similar thing for retaining customers, they keep sending various gifts to their loyal customers.
- **Nokia Pay required:** Nokia Pay is not currently unavailable, but the competitors such as Apple and Samsung have their NFC pay. This brings ease to customers in making payments to other
- **B2B promotion:** Many companies tie up with other small businesses or even large ones to sell them phones at lower price. Making customized phones for B2B segment will help Nokia in acquiring many corporate clients, which will prove helpful in the long run.