



NOKIA ASHA

CASE STUDY

How Nokia Connected
One Billion Consumers
to the Internet



THE DEMOCRATISATION OF WHATSAPP AND THE POWER OF MESSAGING



In 2011, Nokia was losing market share to BlackBerry in the mid-to-low price point and the brand needed to create a new product portfolio that would make Nokia the brand of choice in the Emerging Markets (Mexico, Indonesia, Nigeria, China and Brazil). To that end, the newly appointed, VP of Mobile Phones Blanca Jutti created a new organization within the company and appointed Fabio with his strong product marketing background and a global vision to lead the initiative.

The answer to the BlackBerry challenge was to launch a series of affordable and highly innovative Qwerty devices. Fabio led a team that would define the global product value proposition for a new brand portfolio: Nokia Asha. The overall mission was bold – to connect the next billion consumers to the internet through mobile phones. However, he had to launch the new brand in a creative and resourceful way due to limited budget allocated for the project relative to prior marketing spend.

The two big barriers to achieving the ambitious vision were expensive smart phones and the high cost of call and messaging data in the Emerging Markets. In addition to the new moderately priced Nokia Asha products, Fabio and his team also made it their mission to democratize messenger services – this was back in 2011 before the messaging apps explosion we’re seeing today. At that time, WhatsApp was a paid app and in its early stages while fully focused on high-end smartphones. The big idea was to democratize this app to the hands of 35 million consumers through Nokia Asha and thereby disrupt the industry with an affordable offering.

MARKETPLACE OPPORTUNITY

QWERTY devices were one of the fastest growing categories, fueled largely by the youth segment. It has moved from being the corporate email tool, to a fun phone to stay connected with friends. It also addresses their need to access the internet, for social media and e-mail usage. In a market like Indonesia, QWERTY devices made up 48.5% of the smartphone market.



THE JOURNEY STARTS AND ENDS WITH THE CONSUMER

KNOW THE CONSUMER NEEDS

These younger consumers have a strong social instinct and a good eye for things that would spark social conversations e.g. the right video to share, the right comment on a status update, the right gig to talk about, the right pictures to post etc. Sharing these makes them feel and look good. The more people they can share things with, and get 'reaction' from, the better it makes them feel.

They are 15-25 years; heavy communicators; very social; connected with friends (through the mobile) 24/7. The social game is part of their everyday life – they are very aware of their position in their social group, and are actively looking at ways to move up the ladder. They live in tribes and their network is constantly expanding and they believe that being connected to a wide source of people and experiences brings with it social opportunities.

CREATIVE FRAMEWORK

ENGAGEMENT PRINCIPLES

This campaign was about encouraging, inspiring and empowering people to play the social influence game offering 24/7 internet connectivity.

CULTURAL TENSION

social influence is an emotionally charged (but very busy) territory. We needed a hyper-local content and platform to stand out, create a two-way conversation and ignite social action.

EMOTIONAL PAY-OFF

Help people grow their social influence



NAMING CONVENTION

Deliver a strong, compelling and emotionally charged name for the Nokia QWERTY portfolio.



NOKIA

Get social and Qwerty me on the new Nokia 303

WhatsApp me
Facebook me
Twitter me
SMS me
Qwerty me

QWERTY ME

on facebook.com/nokia by 5th December and ask me to do anything.

SERVING THE CONSUMER NEED

GET SMART, GET SOCIAL

Nokia Asha enables an enhanced social experience by providing a larger canvas for them to paint their influence on, through WhatsApp - a rising instant messenger that allowed consumers to stay connected with all their friends irrespective of what device brand they own.



WhatsApp

Breaks the BBM cult, and allows people to talk and share content with all their friends.

Creative Platform: "Qwerty Me"

Nokia enables you to accelerate your social influence in a fun and engaging way. This was perfectly combined with a product offering that provided our targeted consumer with

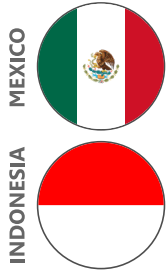
Unlimited Messaging Experience

RESULTS

A TRANSFORMED BOTTOM-LINE

In just a matter of six months this innovative digital-first marketing program delivered strong results and it re-positioned Nokia as a market leader in the QWERTY segment.

GLOBAL SUCCESS RATE



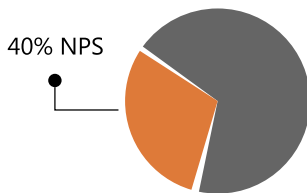
70%
SELL-OUT IN
THE FIRST QUARTER

22 MILLION
Symbian 40 weekly
downloads, a +47% uplift
from previous quarter



TOP 10
MOST DOWNLOADED APP IN
NOKIA STORE

INDONESIA

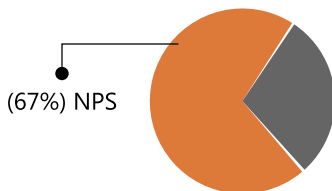


Gained 5p.p. in Youth Brand Preference and 2 p.p. in Brand Awareness due to QWERTY ME, reaching its highest peak ever for a Symbian 40 product.

- Global Nokia Asha 303 NPS scores grew +50% by the end of the first quarter.

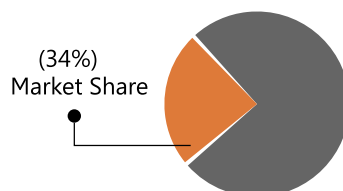
MEXICO

NET PROMOTER SCORE



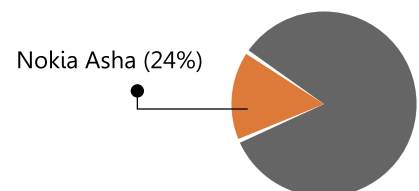
Highest NPS (net promoter score) for Nokia Asha 303

MARKET SHARE



In first month of sales, Nokia 303 recovered Nokia's leadership in the Social Qwerty segment reaching 34% of market share within key accounts

YOUTH BRAND PREFERENCE



In Q4'11" Nokia Asha reached 2nd place with (24%) after iPhone, this was the highest peak in the last five years



Nokia Indonesia "QWERTY ME" AV