



CASE STUDY

HOW NOKIA REGAINED YOUTH PREFERENCE THROUGH A HYPER-LOCAL GRASSROOTS PROGRAM

In 2007, Nokia MEA was facing a challenging moment and losing its relevance amongst the youth culture. The biggest problem faced by the brand was to reconnect with their core consumer in an emotional, engaging and fun way - while increasing the smart phones sales in the region.

The vision for the brand was to connect with the target audience by creating a branded experience that served as a product launch platform for the new lifestyle smart phones.

MEET THE CONSUMER

Who are we talking to and what insight do we know that connects to the brand activation?

This experience for the consumer lands itself within the lifestyle category for Nokia, with a sharp focus on Young Explorers as those who are constantly seeking for new adventures, challenging themselves and want to stay connected to music, art and culture.

The Defend Your Street is something that these segments get very involved with. This is something they see as for them, by them, owned by them. The purpose of this initiative was to leverage this consumer behavior, to create influence powered by a hyper-local word of mouth.

CREATIVE PLATFORM

Nokia Defend Your Street was a street football tournament hosted in **SOUTH AFRICA, NIGERIA, MOROCCOS, EGYPT, SAUDI ARABIA, IRAN AND UNITED ARAB EMIRATES** where young men were invited to challenge each other representing their street. With a mixture of football, art and music we activated the brand asset leveraging Nokia's key retail destinations, iconic locations in each city and connected the activation to a community development project in each country. In Nigeria, we raised money to make a donation of childcare product for a local orphanage.



The big prize for the winning teams was to play a final epic match against the Boys From Brazil, a team created from the streets of São Paulo that travelled to the Middle East and Africa for a global tour. This activation uses football as a focal point to change local communities in a rich cultural experience. Every participant not only challenges each other on the pitch but most importantly helps their communities to see the world as equal, removing all barriers creating equality.

When the Boys From Brazil arrived in each city, we ran a series of activities to elevate their profile, creating a hype for the final match and connecting them to non-profit organizations.



TONE OF VOICE

The creative direction for this project was to capture the attitude with the following attributes:

- Edgy and cool, not brash
- Passionate, not aggressive
- Fun and creative, not wild or extreme
- Confident and self-assured, but not arrogant
- Independent-minded, but not anti-social nor rebellious

ROLE OF THE FILM

The Boys From Brazil (BFB) 60' seconds video was the cornerstone of telling the story of the BFB, enticing consumers to a real challenge in Defend Your Street, truly bringing the concept to life!

Objective: To create a new TVC video which does the following (communication deliverables)

1. Describe who the boys are and what special talent they have, bringing their personas to life
2. Tell our audience this is about street football and how good they are. Fantastic but human, reachable and maybe beatable.
3. Identify where the boys come from, their background, roots and grounded on the bedrock of football - Brazil.



"Watch the Nokia - Defend your Street AV"

THE RESULTS

The Nokia Defend Your Street: Boys From Brazil was a lifetime experience young men who represented Brazil and positively impacted thousands of kids in seven countries across Middle East and Africa.

This project was a great success for the Nokia brand and it has delivered the following results:



EXECUTED IN SEVEN COUNTRIES WITH A **360°** MARKETING MIX IMPLEMENTATION.



Press-conference, retail visits, community impact, radio interviews, autograph sessions and charity matches.



Customer Marketing executions with Vodafone, Saudi Telecomm, Etisalat etc.



A REAL GAME CHANGER

The recruitment process for the Boys From Brazil was a very thorough six months, my main criteria being steady attendance in school with good grades and strong family values. I chose these criteria because I wanted to have kids that wanted to progress in life, and the one and only way is through education.

Six members of the Boys From Brazil have graduated with university degrees in universities in Brazil and Felipe Imperatriz earned his degree from Wingate University, NC - USA with a full soccer scholarship.



ABOUT ME

Fabio Tambosi is a modern marketer building and growing brands in today's fast-changing digital landscape. His leadership and ability to define clarity in chaos are rooted in the teamwork, discipline, and strategic thinking is built in his experience as a soccer player throughout his youth in Brazil and as a Division I student-athlete.

Visit my website today at www.fabiotambosi.com to learn more about how we could help each other.