


Nokia - Campaign evolving with the Product

Brief	<ul style="list-style-type: none"> • Demonstration on Demand - Enhance the number of demos delivered on the day of launch. • Innovative Edge - Make high end phone launch campaigns reflect the products they represent. • Evolve – Continuously create new dimensions to engage with consumers 	
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Solution	<p>Augmented Reality based engagement strategies</p> <ul style="list-style-type: none"> • that were integrated with print campaigns as part of the launch • Driven from rich media <ul style="list-style-type: none"> • Focus was to demonstrate the richness in features these new models of Nokia had and to elevate consumers to smart phone usage • Consumers were invited to capture the print ad using POINT app on their mobile to view the video demo of the product • Users were invited to experience the product immediately on seeing the ad • This ensured that the impulse induced by newspaper was impacted
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The **Phase 2** of the Nokia campaign was the Launch of **Nokia Lumia** which was a breakthrough **Windows phone** with a Tiled Concept.

- We decided to take the complete experience of AR to one step further and wanted consumers to experience how a new innovation can change their lives! We worked with our partner **Times of India** to augment the complete newspaper to let consumers use their mobile to get additional news, videos and information on the day of launch of Lumia.
- Complete front page of Times of India was branded with an amazing concept and users were invited to experience the new Lumia and what is in store for them!
- The consumers got to view the entire newspaper in a **Tiled format** on all phones, resonating the windows experience that Nokia wanted to drive in this launch.

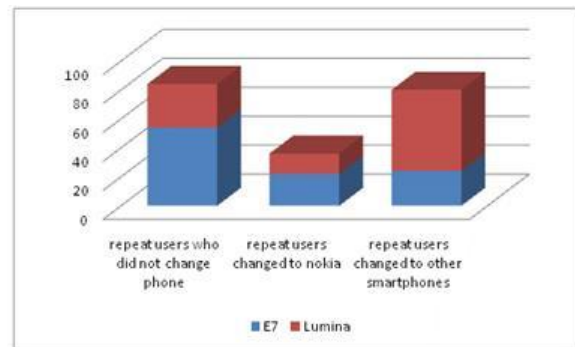
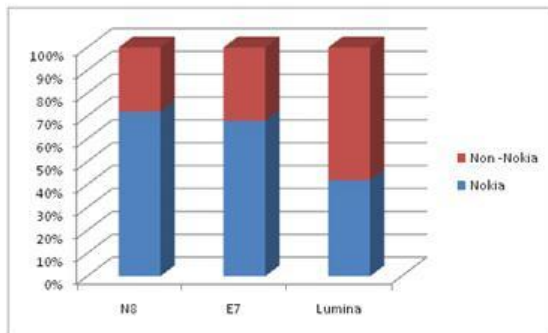



Results

- ✓ More than **40,000 demos** were delivered as part of the E7 and E8 launch demonstrating power of innovation. **72%** of them were **Nokia users**
- ✓ More than **15,000 users** engaged with Lumia on day 1 of the launch. Other than taking time to view the features of the product, consumers used the campaign to engage better with the newspaper. **42%** of them were **Nokia users**

How the customers matured

- ✓ **40%** of the consumers who engaged through Lumia were the same users who had experienced earlier campaigns
- ✓ **50%** of the repeat users had moved to new models of **Nokia** and **30%** of them had switched to other smart phones with only **20%** continuing to use the same phone



- Campaign attracted consumers with more than **120 phone models** and **10 different cities!**
- Handset profiles demonstrated the pattern change as we moved between the campaigns

Highlights

Learning

- Augmented Reality through Image Recognition can deliver responses while integrating long-term brand objectives
- Importance of supporting handsets carried by potential customers
- Importance of identifying the clear business benefit of AR
- Importance of integrating and collaboration between traditional and technology media owners