

ASIA

Nokia Phones Leverage Mobile to Deliver Connected Experiences



Solution
Identifying Target Audience, Acquiring New Users

About Nokia

The brand that has seen 90s kids grow into Millennials; Nokia Phones have been the first mobile handset for most Indians while being an unrivaled market leader and a favorite brand in the mobile category. HMD Global's wide range of mobile phones has a lot to offer for a diverse range of audiences. The behemoth brand, with its epic comeback, brings to the world newer handsets that not only resonate with the emotional interests of Indians but are also backed by strong technological innovations in delivering mobiles that Nokia is known for: high-performance, and durable handsets.

The Highlights

18%

increase in awareness recorded for the Nokia 7.2 handset

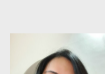
156000

footfalls driven across India in just 50 days



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Aditi Anand
Brand Strategy Head, Nokia Mobiles (India), HMD Global

The Brand Objective

HMD Global aimed to launch a mobile-first ad campaign to drive brand awareness among the smartphone-savvy audiences in India. Subsequently, the brand intended to increase footfalls in retail stores across India by understanding the offline behavior of these audiences.



The Solution

The brand identified that with over 400 million smartphone users, 4 hours of daily screen time, and innumerable transactions per day in India, mobile is now the single point enabler that can provide a holistic view for marketers by combining online and offline data touchpoints in the consumer journey. With that in mind, the brand launched a mobile-only campaign intending to increase awareness followed by increased footfalls.

Identifying the Smartphone Savvy Audiences

To begin with, the brand leveraged precision targeting through InMobi Audiences based on various in-app signals such as location, app ownership, ad interaction data, and historical preferences, to identify technology enthusiasts, mobile upgraders, and frequent mobile switchers as the target group for the campaign.



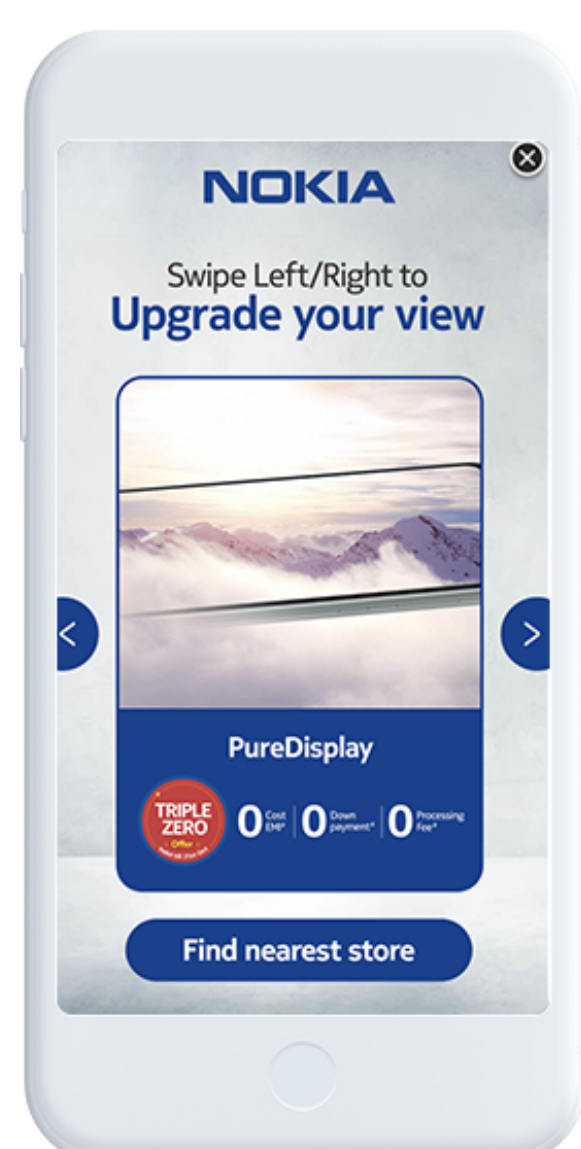
Engaging Audiences with Mobile-first Immersive Ads

With several location polygons deployed across India, the brand launched two variants of immersive rich media carousel ads, one each for the Nokia 6.2 and 7.2 handsets. With the ground-breaking features of the handset displayed on the ad, and the incentivized model of providing cashback, the brand allows the user to click on any banner of the carousel to get further details on the handset through two CTAs, 1. 'Get Directions', which allows consumers to track their current location and help them navigate to the nearest store (to drive retail footfalls) 2. 'Buy Now' which redirects the user to the Nokia Phone's official product page. The ads are also integrated with a store mapping feature to let consumers find the nearest store, enabled upon a single click on the CTA, 'Find the nearest store'.

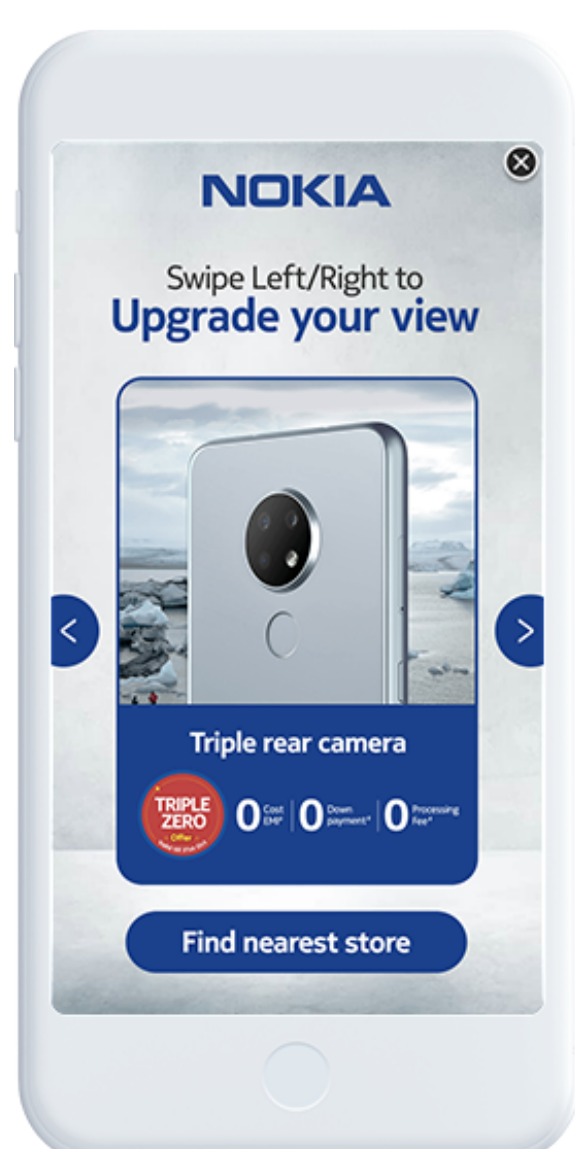


Measuring Impact through BLS and Footfall Attribution

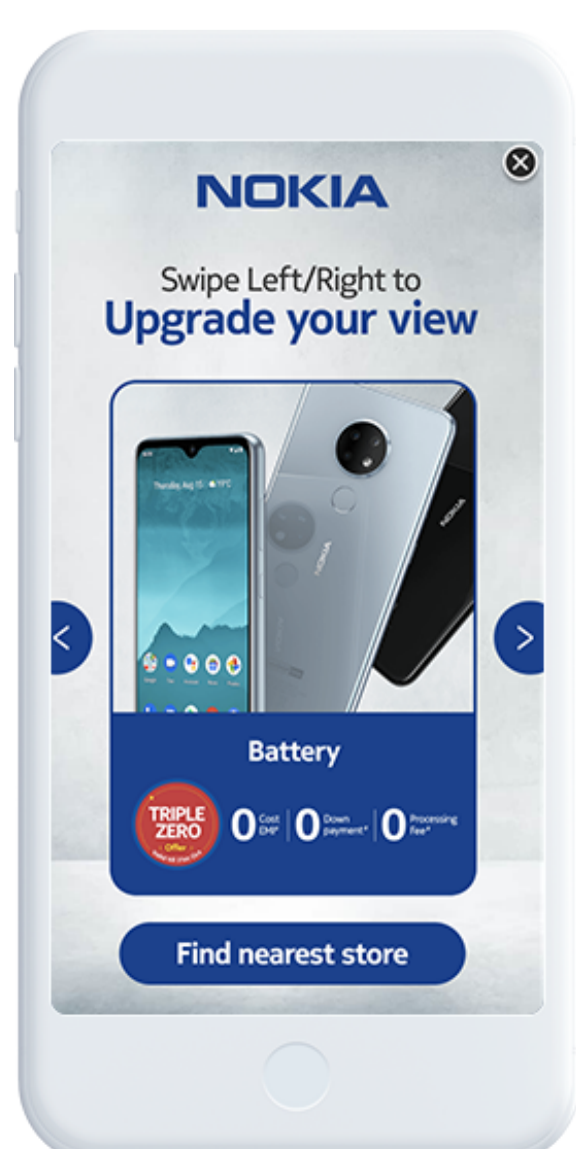
With the precision targeting and immersive ads in action, it was the time for the brand to measure the uplift in awareness and most importantly, footfalls. The brand leveraged InMobi Pulse, the leading mobile consumer intelligence platform to measure the lift with two different sets of the audience, the Control Group (the audience who haven't seen the ads), and the Exposed Group (the audience who have seen the mobile ads) to determine the impact of mobile on brand awareness. Targeting the audience cohorts, the brand geo-fenced 3300 Nokia stores across PAN India to subsequently measure the impact of the store footfalls.



Ad Creative 1



Ad Creative 2



Ad Creative 3



Ad Creative 4

The Results

As a result, the brand noticed a significant increase in brand awareness and footfalls, that are driven on the always-on device: the mobile.

The Results

156,000 Footfalls
driven across India
in just 50 days

13% increase in brand
awareness about the
Nokia 6.2 handset

18% increase in brand awareness
about the Nokia 7.2 handset