

# Brand & Design Priorities

## A very human story.

Keith Parady & Alastair Curtis



The most **loved** & admired  
brand in the world.





**Our belief...**  
**No matter what makes**  
**us different, we share**  
**one thing.**



The **uncomplicated**  
desire to connect.



**To find what is important  
in people's lives...**

First, we **observe.**



The often small,  
the sometimes big  
**moments** of everyday.





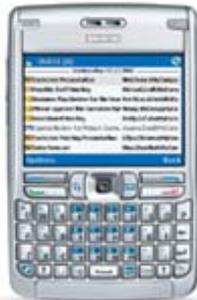
And then, we **design.**



**Observe then design.**



**This is our very human  
approach to technology.**



# Best Global Brands 2006

A Ranking by Brand Value

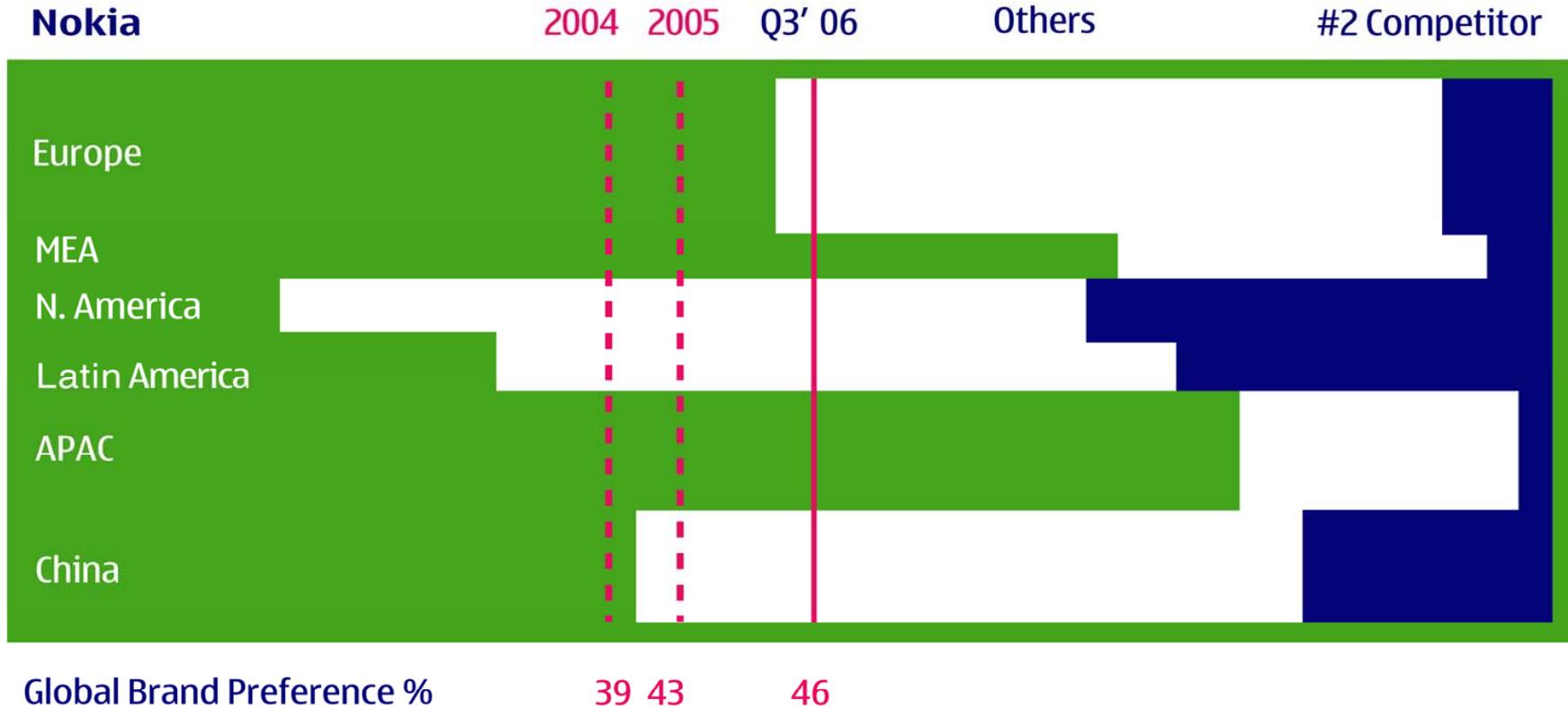
Interbrand  
BusinessWeek

Rank	Brand	Change in brand value
1	Coca-Cola	-1%
2	Microsoft	-5%
3	IBM	5%
4	GE	4%
5	Intel	-9%
<b>6</b>	<b>Nokia</b>	<b>14%</b>
7	Toyota	12%
8	Disney	5%

# Nokia wins consumer hearts by 4:1 margin...



Brand Preference by Area



Source: Global brand tracking data ex Japan-Korea. Brand preference weighted by population.

An abstract graphic in the top right corner consisting of several overlapping, curved lines in shades of green, blue, yellow, and grey, resembling a stylized plant or a network of connections.

**Four ways we're evolving:**

**Creative  
philosophy  
& culture.**

**How we  
innovate.**

**Observe then design**

**How we  
Express  
Nokia.**

**Organize  
Around  
Needs.**

**Our ultimate goal:**



Products people  
**fall in love** with.



**Nokia Design,  
a world leader in  
design innovation,  
creativity & culture.**



Thoughts & Suggestions



# Creative Culture.



Portfolio & strategy

Packaging

Marketing

Industrial design

User interaction

# Multidisciplinary teams & collaboration.

Colour  
materials design

Insights &  
innovation

User interface

Consumer research

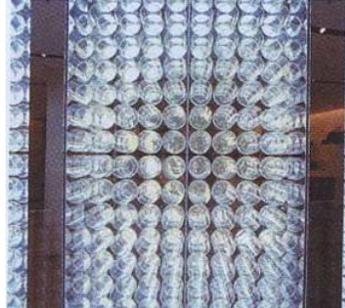
Trends

Graphics

3-D labs



# Inspiring environment.



**Celebrating 'total design.'**





**Observe then design.**

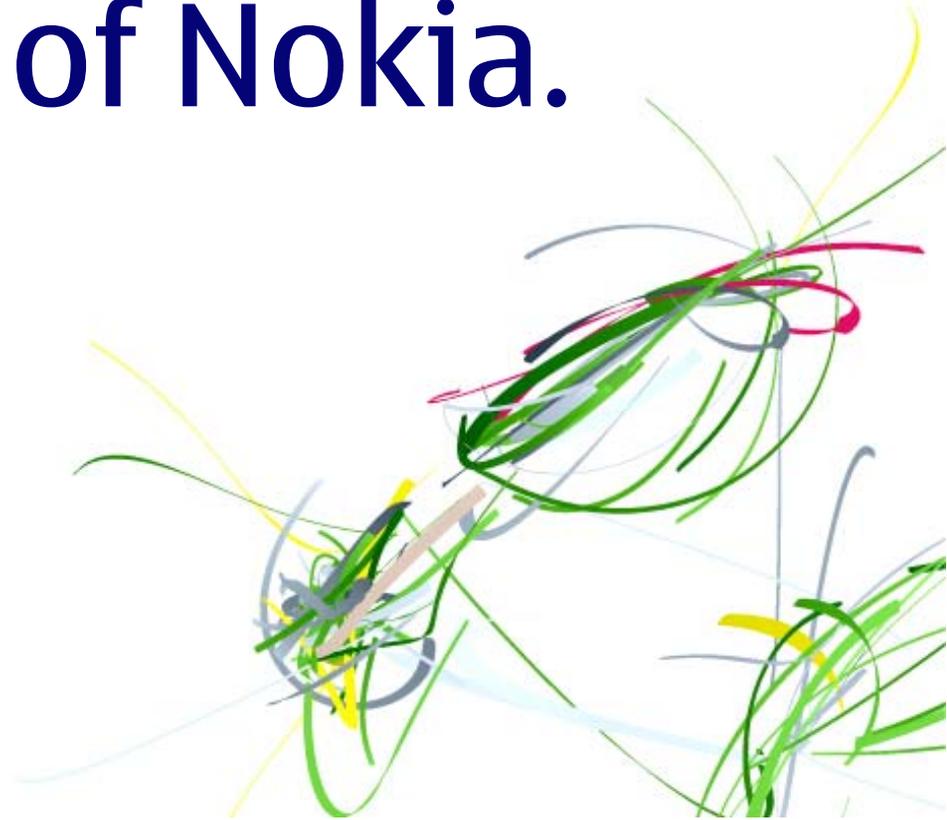




Simply beautiful  
objects that  
simply work.



**Grow meaning of Nokia.**



# Achieve

Nokia Eseries

Collaborative  
Business solutions.

# Explore

Nokia Nseries

Technology  
leadership.

**From 15+ to 6 - 8 campaigns**

# Connect

Essence of Nokia.

# Live

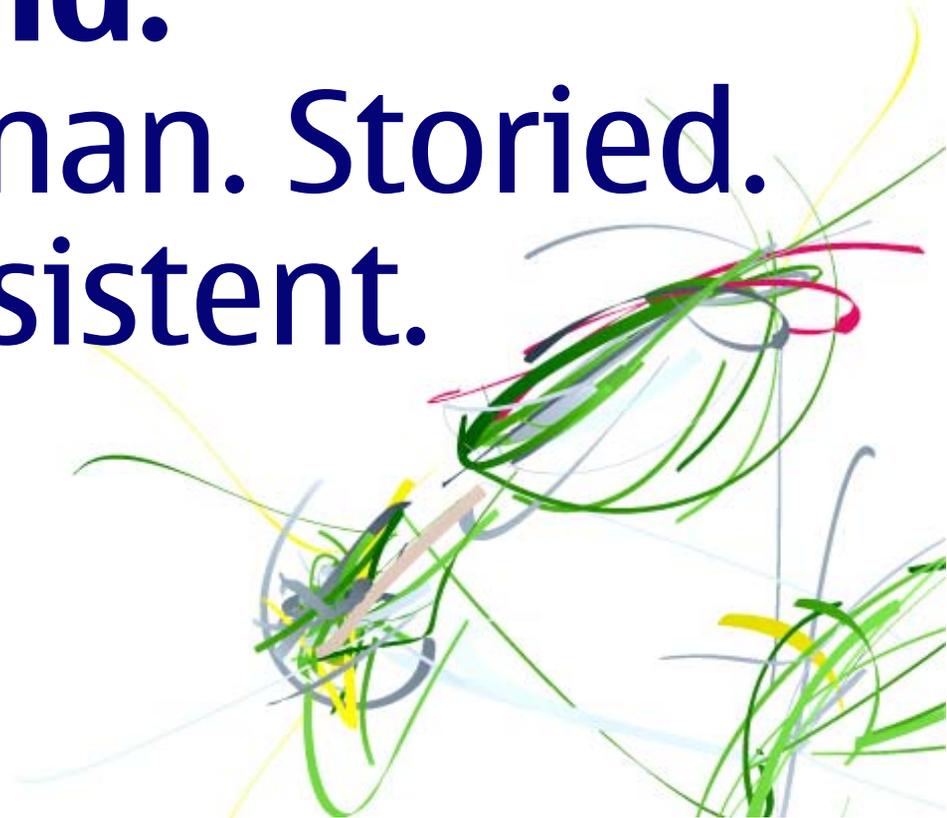
Design leadership

To elevate the brand.  
**Life. Love. Lust.**



**A new way to present  
the Nokia brand.**

**Expressive. Human. Storied.  
Emotional. Consistent.**



from...

Está a la moda

¿Qué los conecta?

Hace la moda

NOKIA

Clase y estilo

La combinación de P&Z y amor

Y LA COMODIDAD DEL DIVÁN AL FIN SON P&S.

NOKIA 2651

NOKIA

NOKIA

Nokia Fashion Collection

Tu forma es arte

9260 9260 9260

Lanzamiento 2005

NOKIA

Todo lo que quiere

NOKIA 6101

NOKIA DIRECTOR

Una de las compras-consumos más justificadas de la vida

NOKIA

Mucha tecnología, muchas acciones... 18 millones de veces. Cámara de 5 megapíxeles. El color digital

5610

NOKIA

NOKIA 3220

La combinación perfecta para que descubras DE LO INCERTO

NOKIA

¿Sabes cuál es el que quieres tú?

NOKIA 6620

Tu microcine de bolsillo.

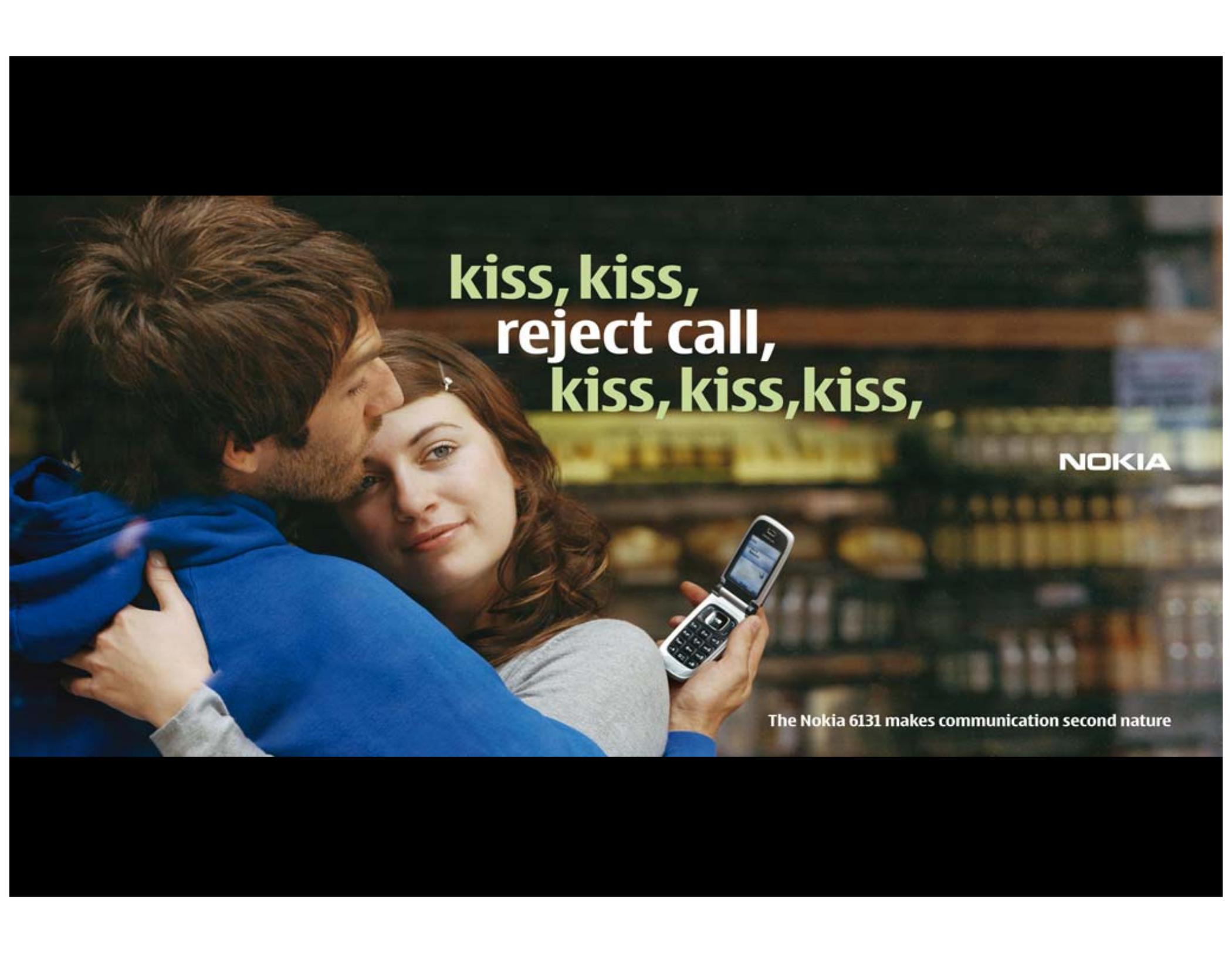
NOKIA 6230

That track  
that leads to a call  
that leads to another night out  
that goes on far too late

**NOKIA**  
Connecting People



music gets you talking

A man and a woman are embracing in a bar. The man is on the left, wearing a blue hoodie, and the woman is on the right, wearing a grey top. She is holding a silver Nokia 6131 flip phone. The background is a blurred bar with shelves of bottles.

kiss, kiss,  
reject call,  
kiss, kiss, kiss,

NOKIA

The Nokia 6131 makes communication second nature



Beautifully  
uncomplicated

Nokia 6233

**NOKIA**  
Connecting People





Get email.  
Get ideas.

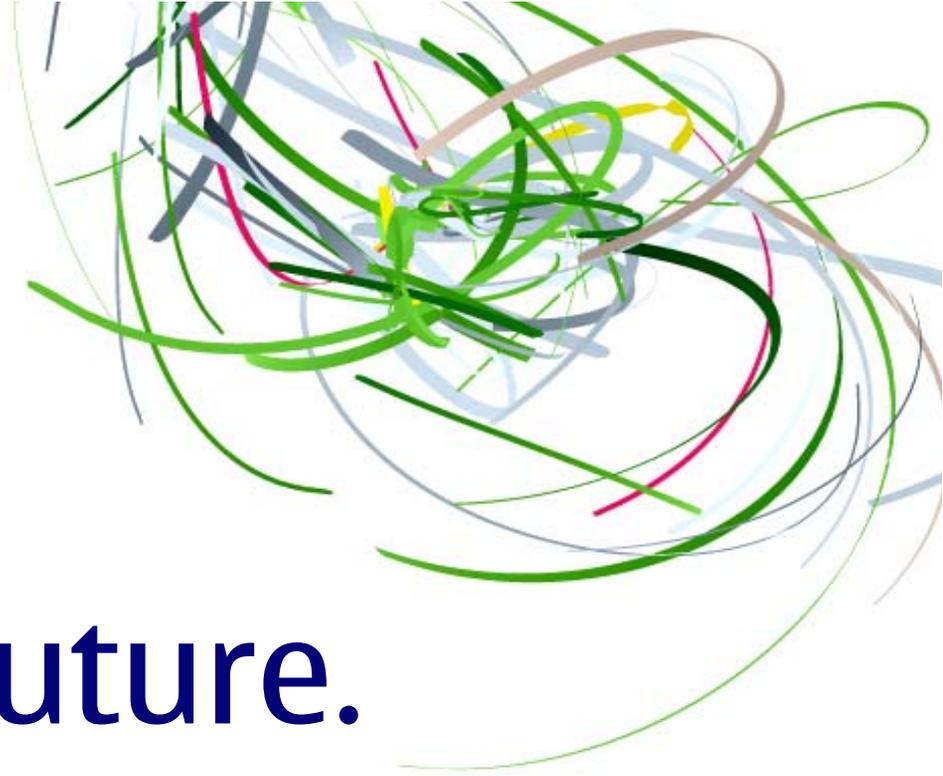
Get together.

**NOKIA**  
Eseries



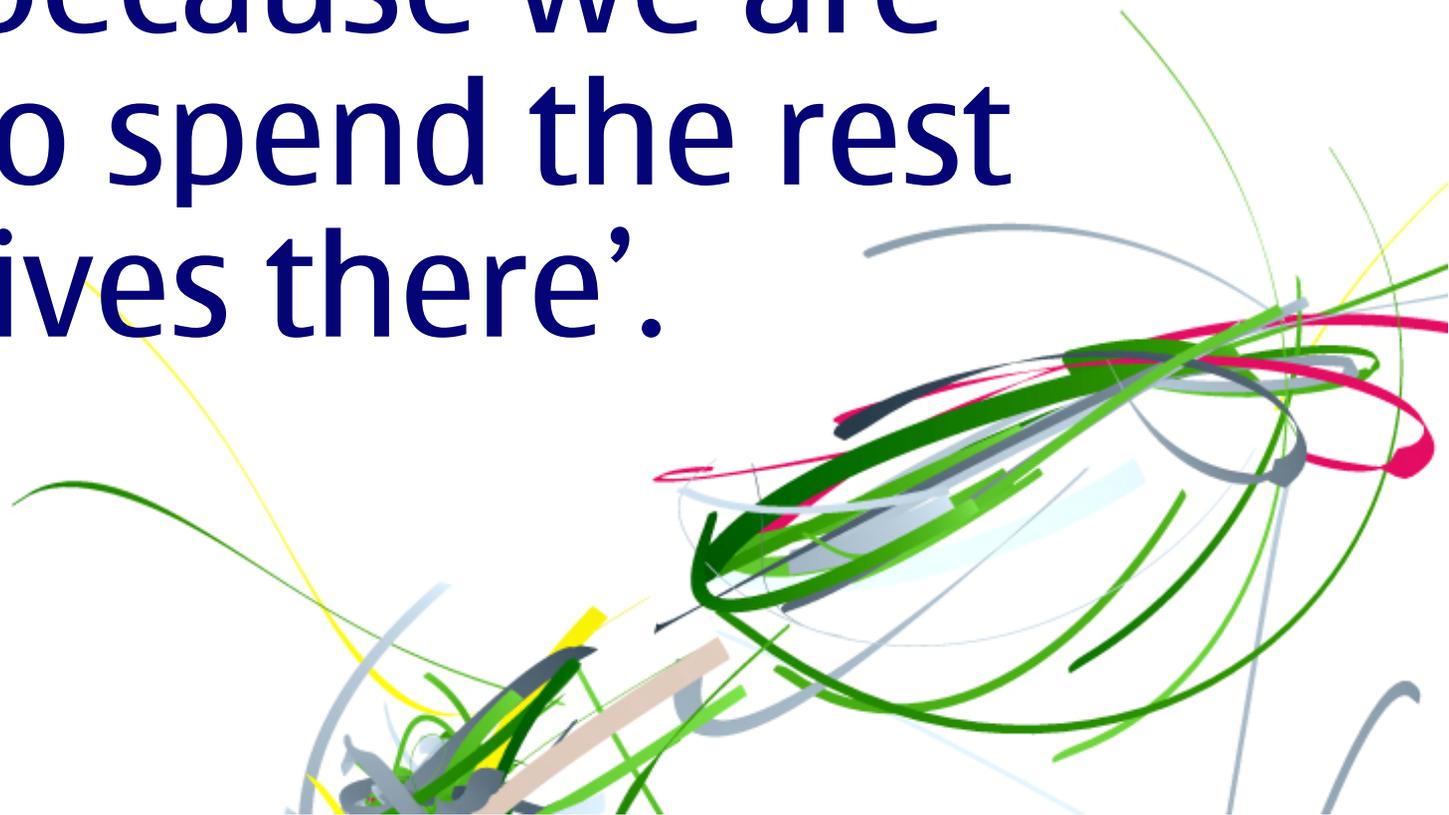
**Nokia E61**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



**Designing the future.**

**‘Our interest is in the future because we are going to spend the rest of our lives there’.**



**Innovation rules.**



**innovation**

**Never stop exploring.**



**innovation**

**Dare to be different.**



**innovation**

**Take more risks.**



**innovation**

**Rapid prototyping.**



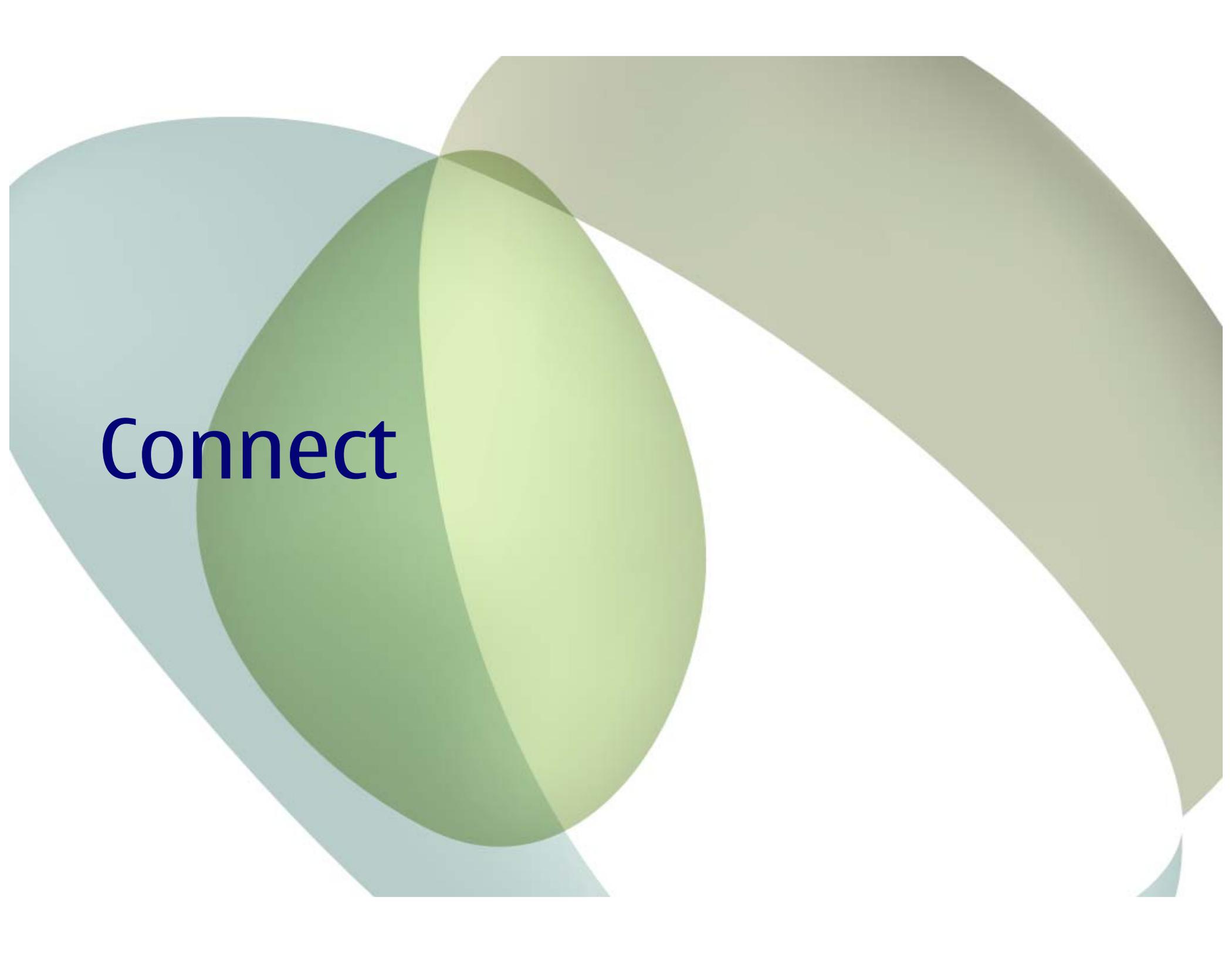
**innovation**

**Become a champion.**





**2010 a view of the future.**

An abstract graphic design featuring three overlapping, rounded shapes. The leftmost shape is light blue, the middle one is a darker green, and the rightmost one is a light beige. The word "Connect" is written in a bold, dark blue font across the middle of the composition, overlapping the green and blue shapes.

**Connect**



**Explore**

**Product  
love.**



Creative philosophy & culture.

**Faster  
to market.**



How we innovate.

## **Observe then design**

How we express Nokia.



**Increased  
preference.**

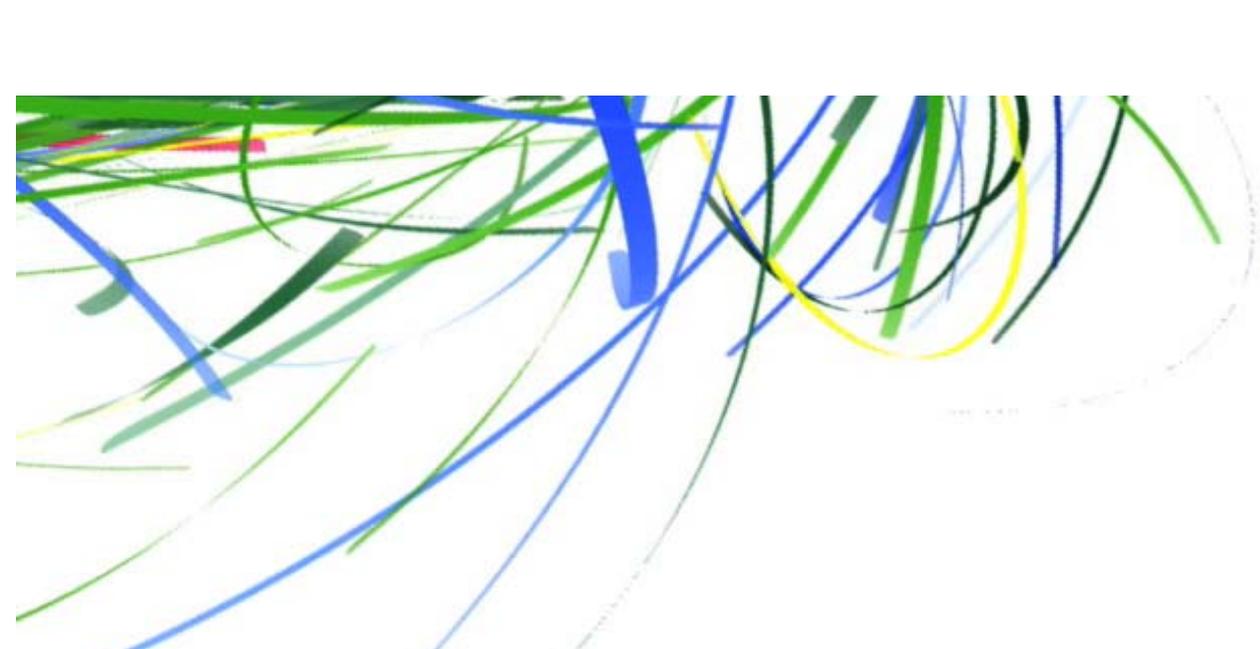
Organize around needs.



**Simplify  
choice.**

To create the most  
loved & **admired**  
brand in the world.



An abstract graphic in the top-left corner consisting of a dense, overlapping web of thin, curved lines in various colors including green, blue, yellow, and black. The lines appear to be drawn with a brush or marker, creating a sense of movement and connectivity.

**Thank you.**

**NOKIA**  
Connecting People