

# Markets Unit

Building the brand and bringing  
Nokia solutions to market

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EVP, Markets, Nokia

**NOKIA**



# Outline

Global view

Brand

Consumer

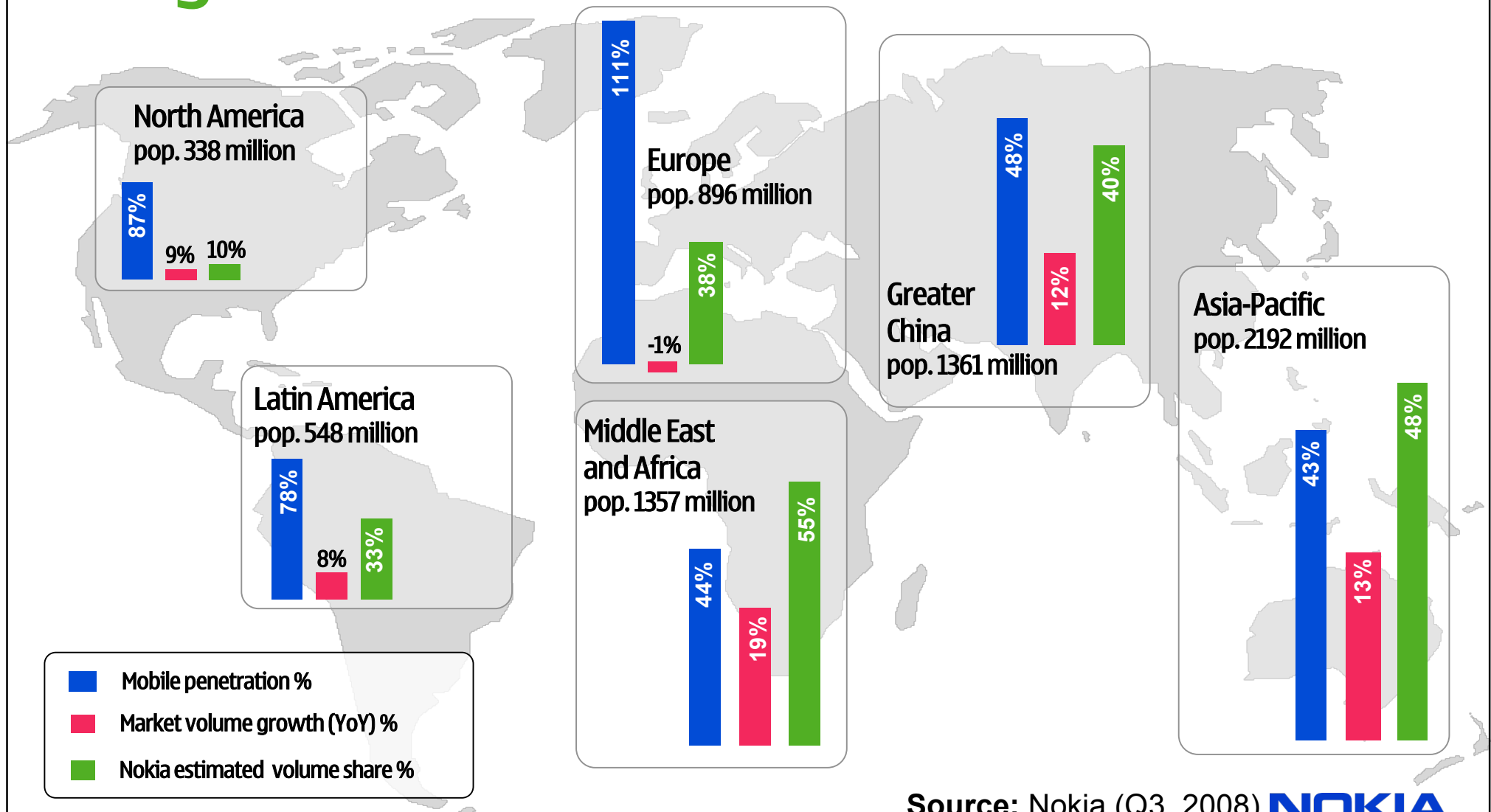
Operator cooperation

Marketing efficiency

Go-To-Market

Summary

# Nokia is best positioned to grow in a diverse and global market



Source: Nokia (Q3, 2008) **NOKIA**

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# Nokia - The 5th most valuable brand in the world (Interbrand, 2008)

More than 1 billion people use a Nokia device every day

Connecting People  
in new and better ways

Top 10 Brands



Microsoft



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TOYOTA

intel.

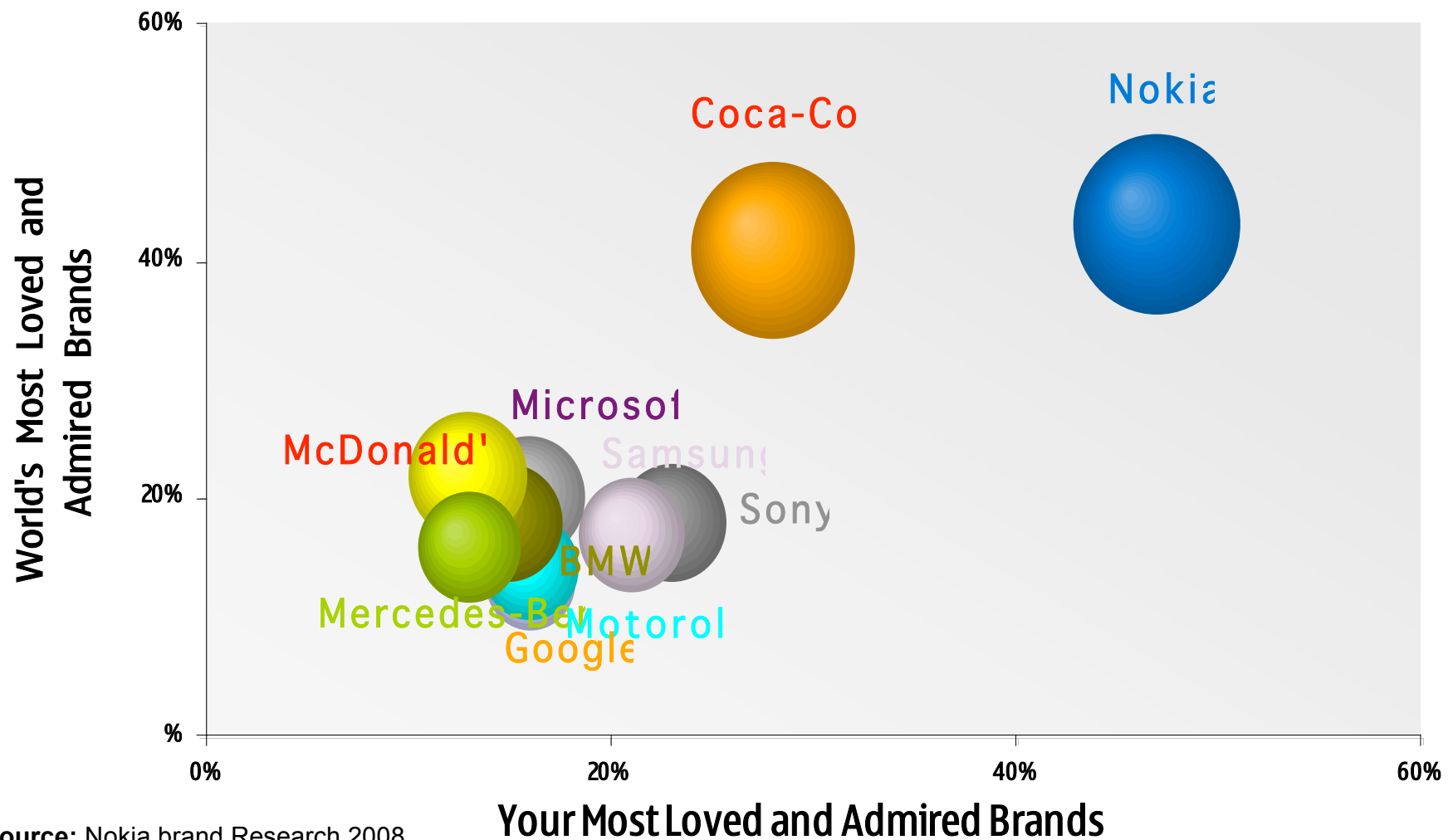


Disney  
Google

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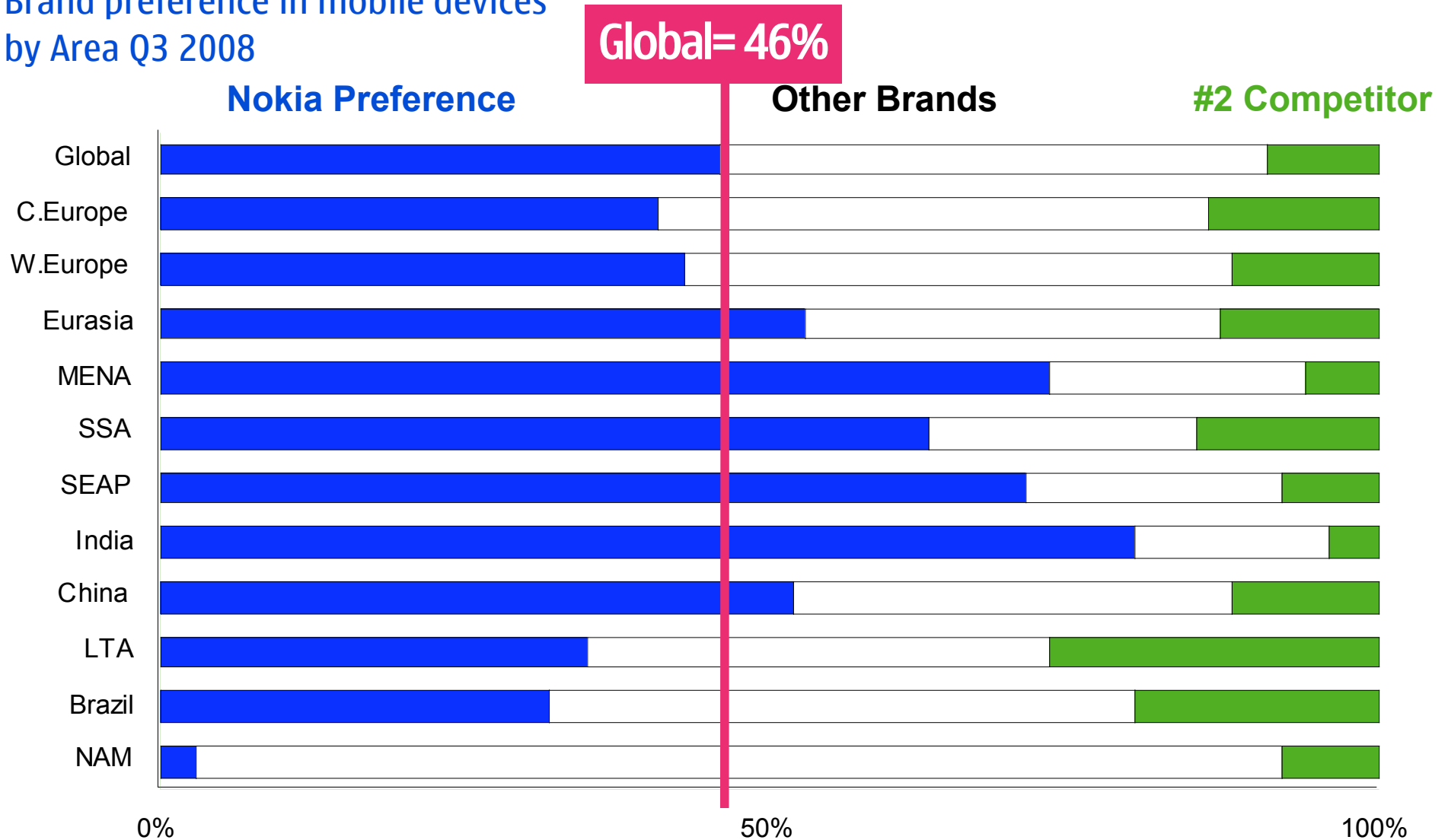
# Nokia is the most loved and admired brand in the world



Source: Nokia brand Research 2008

# Nokia has the highest brand preference

Brand preference in mobile devices  
by Area Q3 2008





# Evolve Nokia to an **Experience brand** and develop Ovi as a **Services brand**

**NOKIA**  
Connecting People

**ovi**





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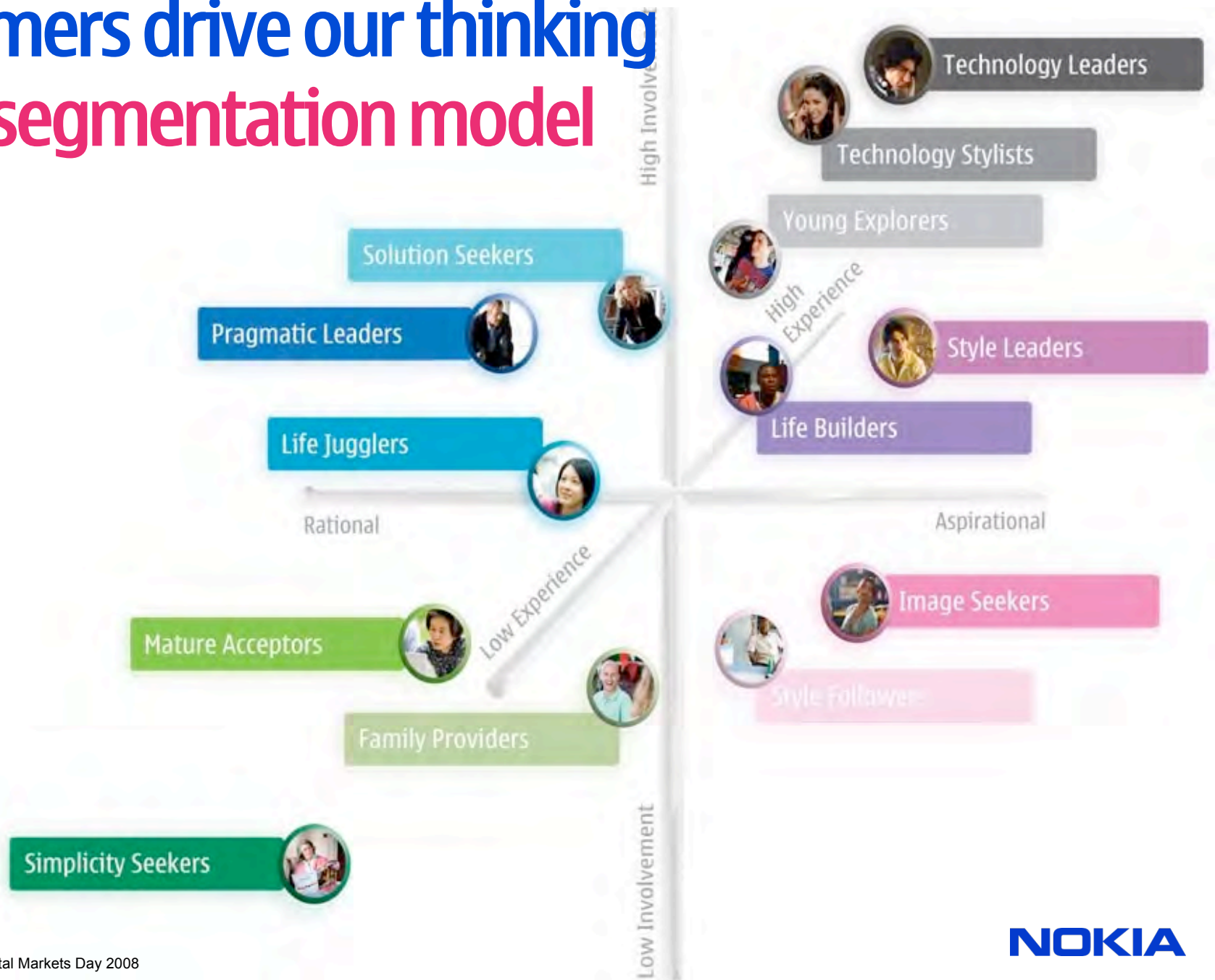
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# Consumers drive our thinking

## Nokia segmentation model



# Consumers drive our thinking

## Nokia segmentation model

### Key findings from Segmentation3

People are more engaged to the category

People are willing to spend more

Internet and entertainment are of high interest

Simplicity Seekers



Family Providers

Solution Seekers

Low Involvement

High Involvement



# Consumers drive our thinking

## Technology Leaders

### Technology Leaders



Modern, leading edge consumers  
Technology is their life  
Very positive towards mobile entertainment  
Highly sociable with an active lifestyle

Solution Seekers

Family Providers

Simplicity Seekers

High Involvement

Low Involvement



# Consumers drive our thinking

## Segmented offering



Pragmatic  
Leaders



Young  
Explorers



Technology  
leaders



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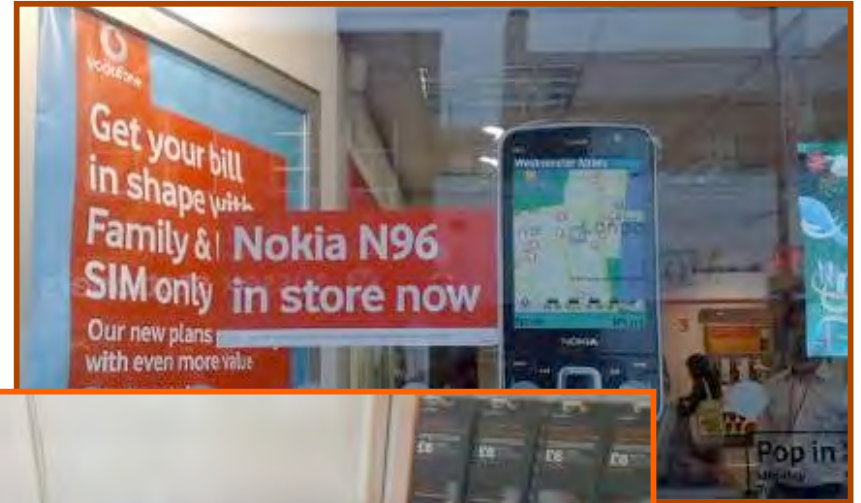
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# Strong operator support for Nokia's flagship devices

[illegible]

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**NOKIA**

# Strong operator support for Nokia's flagship devices

**Germany: €150-200 subsidy for Nokia high-end devices**



**Vodafone:**

**Nokia E51, E71, E66, E90, N78, N95, N95 8GB, N85, N96**



**T-Mobile:**

**Nokia E66, E71, E51, N82, N95 8GB, N96**



**O2:**

**Nokia E66, E71, N78, N79, N95, N95 8GB, N96**



**E-Plus:**

**Nokia E71, E66, N85**

# Strong operator support for Nokia's flagship devices



**UK: Subsidies driving device price to zero**

Nokia N96



Most popular

Select & view plans

**Free**

On Pay monthly plans from £40

Nokia 6300

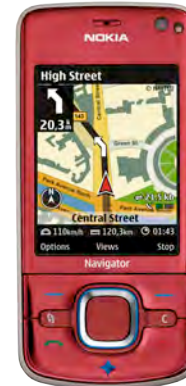


Select & view plans

**Free**

On Pay monthly plans from £15

Nokia 6210 Navigator



Select & view plans

**Free**

On Pay monthly plans from £25

# Strong operator support for Nokia's Internet services

SAY MY NAME	4:00	DESTINY'S CHILD
MANDY	3:21	BARRY MANLOW
SLAP	4:40	LUDACRIS
SAY MY NAME	3:49	SUPERCHUNK
ALICE	4:26	MOBY
SLAP	1:16	LINK 80
SAY MY NAME	4:44	LITTLE AXE
KAREN	3:59	THE NATIONAL
HIT THE ROAD, JACK	4:20	RAY CHARLES

**NOKIA**  
Connecting People

UNLUCKY IN LOVE

3

COMES WITH MUSIC  
ACCESS  
UNLIMITED  
TRADES  
MILLIONS

## Britain: now open

Millions of places waiting to be discovered



**NOKIA**



**O<sub>2</sub>**

Nokia N95 including 18 months voice-guided navigation



# Strong operator support for Nokia's Internet services

SAY MY  
MANDY  
SLAP  
SAY MY  
ALICE  
SLAP  
SAY MY  
KAREN  
HIT TH

Comes with  
**music.**  
Unlimited music  
download service.

£35  
a month

Nokia N95 8GB with music

3

Free device  
£35 per month

An advertisement for the Nokia N95 8GB with music. It features a vertical list of song titles on the left, a central image of the phone with a music download service offer, and the 3 logo at the bottom. A black circle highlights the 3 logo.

Britain: now open  
Millions of places waiting to be discovered

Nokia  
Maps

Nokia N95 including 18 months  
voice-guided navigation

O<sub>2</sub>

An advertisement for Nokia Maps. It features a Nokia N95 phone displaying a map of London, a compass icon, and a map of Britain with location pins. The O2 logo is circled in red at the bottom right.

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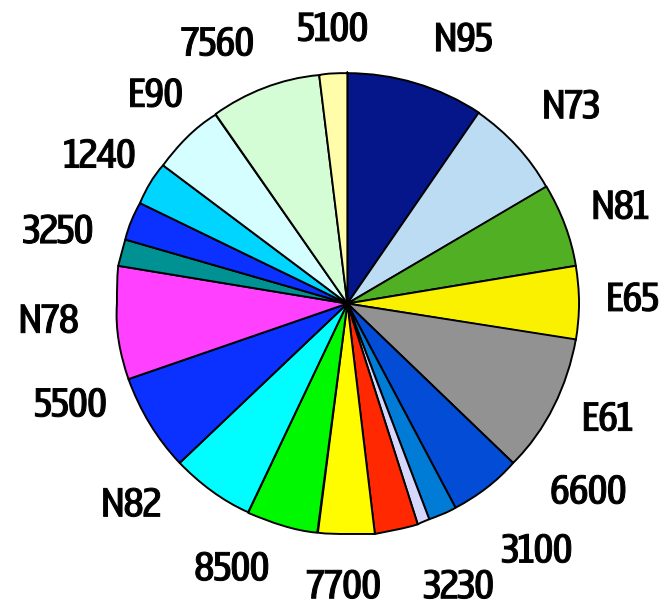


# Target: Increasing marketing effectiveness

**2007:**

Device based campaigns led to fragmentation of media spend

Share of marketing spend by product



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# Solution: Theme based marketing

Convergence

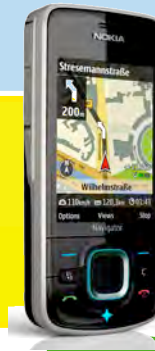


ovi NOKIA

Music



Navigation



Productivity



Time

Q1

Q2

Q3

Q4

NOKIA

# Solution: Theme based marketing

Converge



## Navigation theme Hero device

Nokia 6210 Navigator

## Supporting devices

Nokia 6220 Classic

Nokia N95 8GB

Nokia N85

Nokia E71

Nokia E66



Nokia  
Maps



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# Solution: Theme based marketing

Convergence

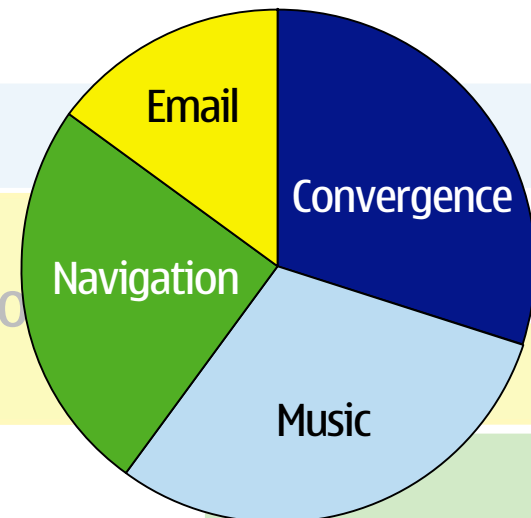


Share of marketing spend per theme

2009:

More wood behind fewer arrows

Navigation



Productivity



Time



# Increasing stakes in digital marketing

✉ From: Luca 10:55am  
If you listen to my  
voicemails...I kind of told  
her my name was Mark.  
**Lucasphone.com**

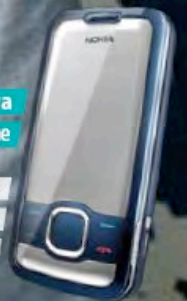
**NOKIA**  
Connecting People

My Nokia 7610 Supernova  
knows everything about me

Colourful exchangeable covers

3.2 megapixel camera with 8x zoom

mp3 music player





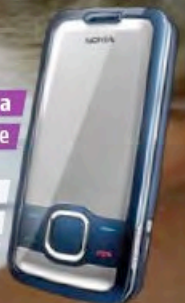
# Increasing stakes in digital marketing

11:44pm  
✉ From: Anna  
If you read my text  
messages, Rock Boy's  
just a friend, alright?  
**Annasphone.com**

**NOKIA**  
Connecting People

My Nokia 7610 Supernova  
knows everything about me

Colourful exchangeable covers  
3.2 megapixel camera with 8x zoom  
mp3 music player





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# Go-To-Market brings Nokia solutions to market

## Device



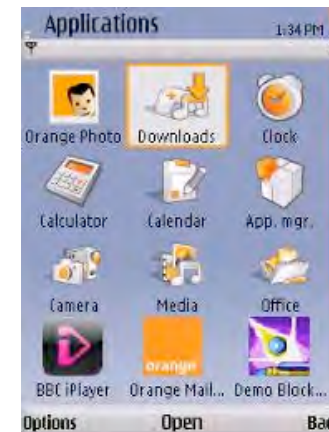
## Ovi services



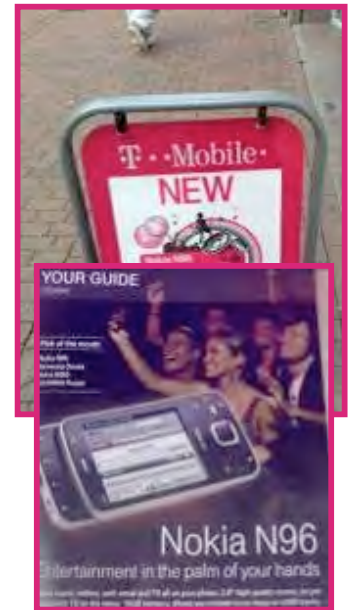
## Partner apps and services



## Operator customization and services



## Marketing and retail



# Go-To-Market: combining devices and services



Nokia Music Store



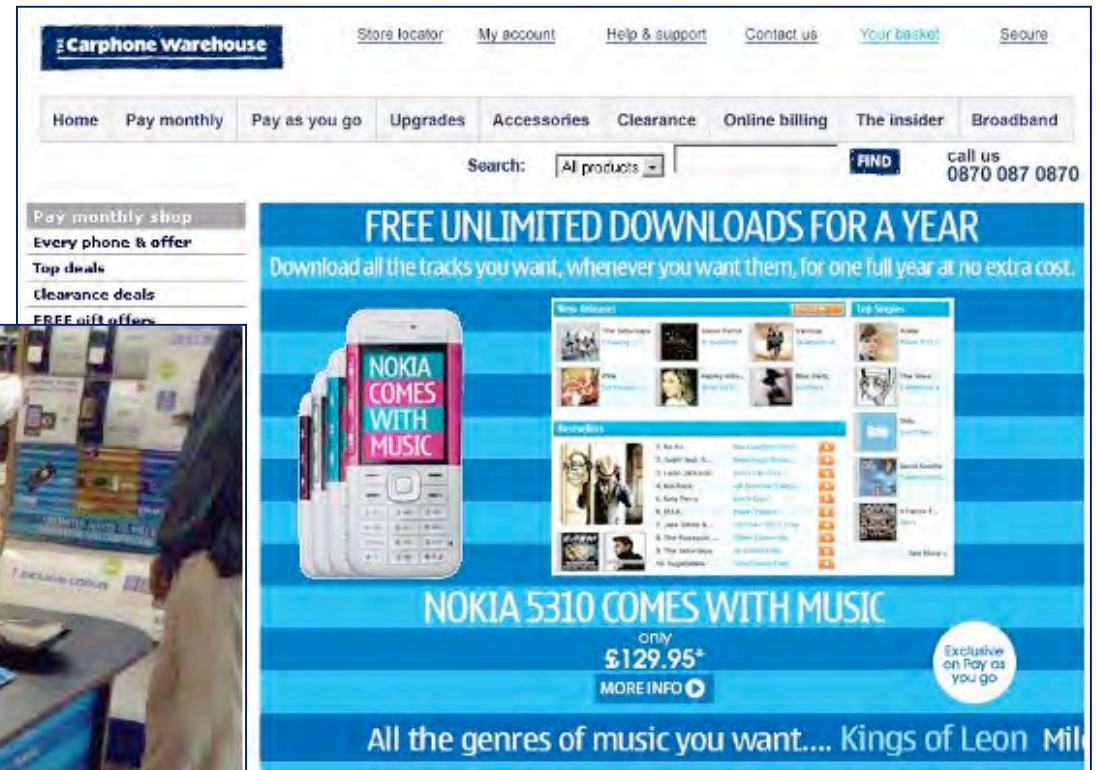
Nokia Music Devices

# Go-To-Market: exciting 360° marketing






# Go-To-Market: cooperation with retailers




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# Go-To-Market: Nokia E71 & Email solutions with operator collaboration



**From meetings to myspace**



**Nokia E71. Free\* on Vodafone's \$69 Cap over 24 months**

**NOKIA**

The Nokia E71 has a unique switching mode that allows you to switch from work to play at the touch of a button. Plus, get it free\* on Vodafone's \$69 Cap over 24 months. Cap includes all the credit you need for calls, text, email, mobile internet and much more\* so you can get the most out of the Nokia E71. So head into Vodafone today.




**NOKIA Eseries**

**Introductory Offer**

**\$448**

With BroadBand on Mobile (BoM) Plan

**Nokia E71**

**Smart Simplicity**

- Excellent Messaging
- Two Home Screens

**Nokia E66**

**COMING SOON**

**Designed for the way we work**

- Personal Information Management
- GPS Navigation

The Sleek and Stylish E71 and E66 offer one-touch, easy access to personal and corporate email, including Microsoft Exchange with Nokia's Mail for Exchange.

More Nokia Eseries Special Buys with Broadband on Mobile Plans

	Nokia E51	Nokia E51 (non camera)	Nokia E90 Communicator
Retail Price:	\$558	\$528	\$1418
Special Price:	\$258	\$228	\$1018

All prices inclusive of 7% GST

**FREE**

Nokia Bluetooth Headset BH-201\* worth \$98 with every featured handset purchase

This fresh and young looking headset can be easily carried with you using the carrying strap

**Exclusive for Corporate Customers**

\*While stocks last.

BroadBand on Mobile Plans	1000	2000	3600
Download Speed	Up to 1000Kbps	Up to 2000Kbps	Up to 3600Kbps
Promotion Price @ 50% off	<b>\$11.21</b>	<b>\$17.42</b>	<b>\$31.19</b>
Usual Price	\$22.42	\$34.85	\$62.37
Data Bundle	50 GB local data usage bundle can be used to retrieve about 1 million* emails or surf over 150,000* WAP pages per month		

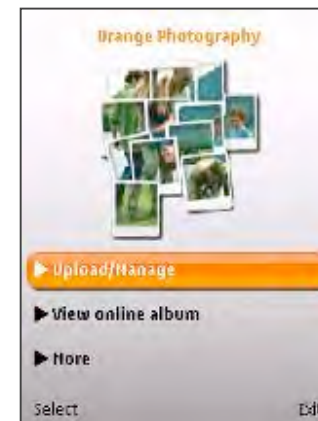


# Go-To-Market: Operator cooperation



## Orange N96

- Customized user interface
- Services integration
  - Orange Downloads
  - Orange Traffic TV
  - Orange Email and more...



# Go-To-Market: Content customization



## BBC iPlayer

- BBC programs from the past week.
- BBC iPlayer supports on-demand TV & Radio - Streaming and DRM Download over Wi-Fi, plus Streaming on select 3G networks

## Nokia Video Center

- Program feeds for BBC, SKY and ITV

BBC

sky

itv

# Go-To-Market – a strategic asset for Nokia

## Very sustainable competitive advantage

- Superior **geographical** coverage and **relationships** with main actors
- Critical mass of **skillful** solutions selling **resources**
- Very strong Go-To-Market process
- Seamless synchronization of GTM process and **Demand-Supply** network process



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# Building a **strategic asset** for Nokia



**Consumer insight**

**Experience brand**

**Theme based  
marketing**

**Go-To-Market**



Thank you.

**NOKIA**  
Connecting People

friendships  
debate  
network  
expertise  
connect  
ideas  
invent  
possibilities  
experience  
fun  
exchange  
future  
vision  
debate  
progress  
learn  
relevant  
real  
experience  
inspire  
exchange  
explore  
share  
futu