

# An IPC Media Awards Multi-Media Case Study

Nokia N81: Magazines help take a Bite  
out of Apple

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## Objectives

In 2007, the UK hit new levels in digital music and devices associated with music. iTunes extended its dominance of the download market, Sony Ericsson consolidated support behind its Walkman range & the 3 Network advertised heavily around their handsets' music playing capabilities. Even the old guard ramped up their efforts with HMV, Tesco and Wal\*Mart all parachuting in. But the story was really about Apple. In March 2007 they sold their 100 millionth iPod worldwide, something largely due to pretenders getting it wrong with fussy devices or disjointed download sites, which in turn merely propelled Apple's popularity and dominance.

The digital tide however, was beginning to turn. Research was showing that while the majority of mobile owners were not yet using their phones as a replacement for a standalone MP3 player, two-thirds (67%) of MP3 player owners also owned a separate MP3 phone, and as sound quality, user-friendliness and storage capacity of phones was improving to a point where they were comparable to dedicated players, the numbers using their mobile phone as their primary portable music device was set to grow.

## Strategy

For this particular product there were two key audiences within Nokia's segmentation – Technology Leaders & Technology Stylists, two groups who are at the forefront of being early adopters of new technology. Research on the music market and latest macro music trends confirmed that certain consumers wanted to use a wide variety of music content more than ever before; playlisiting; podcasting; personalising; sharing; consumers wanted portability and they wanted things 'now.' There was still a high demand for new and improved products to play with this new content. The trick was packaging right to these savvy audiences.

Music has a wide arena and is able to ignite passion in people. The guiding platform became 'Seizing Music Moments' and targeted the audience in their areas of play – meaning places that enabled exciting music moments. By communicating to these people within their worlds then confidence could be built in the brand and its association with music.



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## Execution

Naturally, an approach within music saw a strong mix of channels picked for their individual strengths. A media first Multiplatform sponsorship with Kiss was forged whereby airtime was handed over to the listeners, their personal soundbites recorded and aired as well as tie-ins with Breakfast shows. An N81 digital Community channel within the Yahoo network was created, one that enables users to search/share/explore as well as Dynamic microsites built.

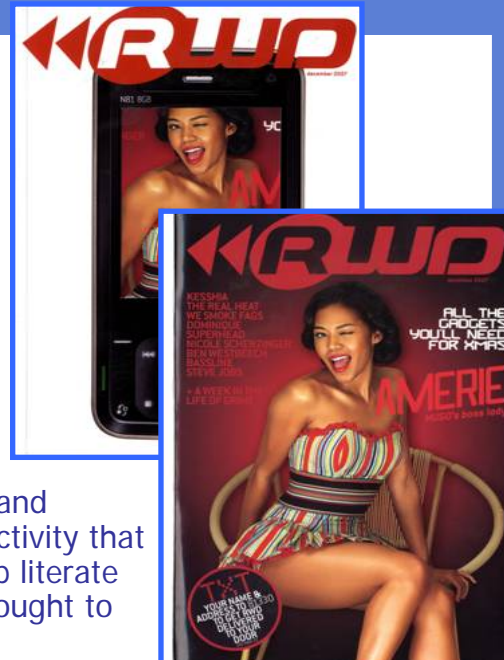
On the spot interactivity with interactive 6 sheets and large impactful poster sites running short codes. Messages people sent were instantly streamed on a digital screen. Specially chose to watch and music programming TV, filtering airtime spots that targeted core music viewing and programmes that the audience are passionate about, launching via satellite only with a the creative tag of 'Entertainment: The next Episode.' Understanding the way readers consume their magazines, and trust in the words of editorial so implicitly lead us to a more integrated approach that display alone would allow us. A range of advertorials and unique creative solutions were the best way to utilise magazines to full effect, harnessing the trust and capitalising on the magazines credibility in a world where cool counts.

This meant NME, within their Cool List and their Rock n' Roll's cool list with front cover flashes NME style advertorials. Urban music bible RWD was also utilised with a high impact 'false' front cover as well as integrated editorial throughout the magazine.

## Results

Nokia was already sitting within its own hugely cluttered category, competing with other phone brand and stand alone mp3 products, into another hectic category, stuffed full of brands, music labels and more, all vying for a piece of the action. The media selected, and the executions we deployed, delivered something unique to the consumers it reached, ensuring we did not compromise on integrity. Magazines were crucial in bonding the activity and creating a real connection with consumers and rubber stamping the authenticity of the campaign.

Awareness levels peaked at the crescendo of the campaign and tracking Google trends revealed significant uplift in search activity that coincided with the activity. Our savvy target audience, a web literate bunch, were actively investigating a brand that had been brought to their attention.



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