Case Study: Nokia Brazil

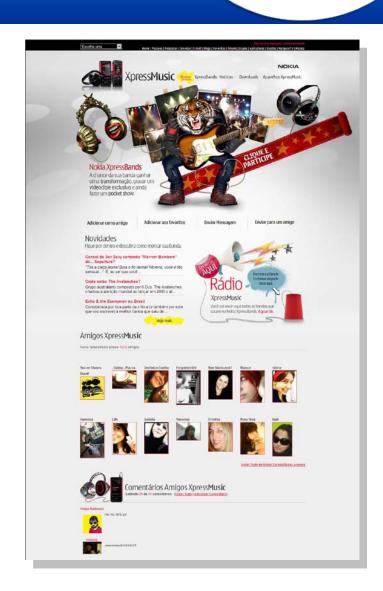


Objective

- Create a national band contest
- Promote XpressMusic mobile phones
- Create awareness for new product line

Execution

- The XpressMusic contest's featured profile was promoted on MySpace, and supported with ad units clicking through to the profile
- The submission phase was promoted heavily with roadblocks, and in all MySpace targeted to bands
- Each phase was announced via:
 - ad placements throughout the site w/ refreshed creatives for each phase
 - Bulletins posted from the contest page with appropriate calls to action



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Results

- XpressMusic contest was very sucessful in user interaction and engagement
- Attracted approximately 4.000 friends who posted nearly 800 comments

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- 2.000 bands submitted their music
- The winner band had 84% of the votes.

