

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

The screenshot shows the Nokia XpressMusic contest page on MySpace. At the top, there's a navigation bar with links like 'Home', 'XpressBands', 'Noticias', 'Downloads', and 'Aparelhos XpressMusic'. The main content area features a large image of a tiger playing a guitar, with a red banner that says 'CLIQUE E PARTICIPE'. Below this, there's a section titled 'Novidades' with several news items, including 'Camêra do Sesi Sanyo cantando "Warren Zeverson"', 'Cidade esta: The Avastanches?', and 'Echo & the Sunshyne no Brasil!'. There's also a 'Rádio XpressMusic' section with a megaphone icon. At the bottom, there's a section for 'Amigos XpressMusic' showing a grid of user avatars, and a 'Comentários Amigos XpressMusic' section with a comment from 'Felipe Robinson'.

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Results

- XpressMusic contest was very successful in user interaction and engagement
- Attracted approximately **4.000** friends who posted nearly **800** comments
- **2.000** bands submitted their music
- The winner band had 84% of the votes.

