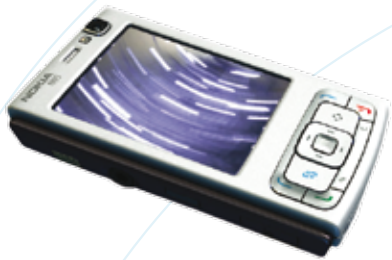


CLIENT Nokia
 INDUSTRY Technology
 COUNTRY/REGION Global



Nokia grabs smartphone audience using Microsoft

The Nokia N95 broke new ground in smartphone technology. To create advocates for the new device, Nokia turned to Microsoft to reach tech-savvy target groups. Cross-media research was conducted by MetrixLab to measure how the different combinations of media affected brand metrics such as awareness, recall, imagery, message association, and purchase intent. Around 3,400 people took part in the research.

REQUIREMENT Drive awareness and purchase intent among its core audience

TARGET AUDIENCE "Life Builders" and "Technology Leaders"

PRODUCTS USED MSN® Entertainment and Music pages, MSN Video, Windows Live™ Messenger Webcam, Windows Live Hotmail®, and Windows Live™ Spaces

SOLUTION A variety of ads that highlighted the N95's features appeared across the Microsoft network

KEY RESULTS Combining TV with online increased purchase intent for the Nokia N95 by 16 percentage points and for half the cost of TV combined with press!

MEDIA AGENCY MediaCom

Client Objectives

- Show Nokia N95 mini-computer features
- Build market share for Nokia in the smartphone market
- Drive awareness and purchase intent for the N95

Creative Solution

For a total online advertising package, Nokia dialled the Multinational Sales Team at Microsoft. The team answered the call and delivered an integrated online campaign that put the phone's special features under the spotlight. Backed by a variety of print ads, outdoor, and TV promotions, the online activity came to life in early 2007. A variety of ads that highlighted the N95's features appeared on MSN Entertainment and Music pages, MSN



Video, Windows Live Messenger Webcam, Windows Live Hotmail, and Windows Live Spaces.

Campaign Results

Combining TV with MSN delivers:

Results*	TV + Microsoft	TV + Press
Consideration: Nokia	+6%	-4%
Preference: Nokia	+9%	-3%
Spontaneous Awareness: N-Series	+4%	+2%
Buying Intent: N-Series	+16%	+13%
Top of Mind Awareness: N95	+5%	+1%
Spontaneous Awareness: N95	+14%	+12%
Buying Intent: N95	+16%	+11%

*Exposed to campaign versus control group

Amazing ROI

In terms of ROI, the results were already extremely compelling for Microsoft – extra audience and fantastic results! But mapping the results against the media budget allocations showed they delivered it for half the cost of TV combined with press!

Average cost to reach per person	Cost Indexed
TV + Press	105
TV + Microsoft	53

"Microsoft provided an integrated tailor-made advertising solution that engaged deeply with a huge number of our target market."

MARTIN SUNDBERG, Account Director, MediaCom

