



AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2005

CATEGORY: Best Technology Communications Campaign

PROJECT: Dressing Up Technology - Launch of Nokia 7200 Limited Edition, June 2004.

The Brief:

As mobile phones have become increasingly ubiquitous, Nokia has defined 3 core business groups: Enterprise; Multimedia; and Mobile Phones. As the majority of handsets fall into the Mobile Phones category, there has been a shift in consumer perception towards products, with mobile phones being considered as increasingly mass market items.

Whilst the secret of Nokia's success lies with its technology and functionality, its strategy to address this issue has been to position the mobile phone as a lifestyle product rather than a technology product. Focusing on benefits versus features has always been a key element of all Nokia marketing communications. This has contributed enormously to the high penetration levels of the mobile phone in the Irish market.

However, global and local research findings had indicated that Nokia's brand image, and especially the brand perception among the fashion-oriented audience, was in danger of slipping. As part of its strategy in countering this, Nokia developed an exclusive variant of the stylish Nokia 7200 phone – the Nokia 7200 Limited Edition (LE). The Nokia 7200 LE would contain all of the standard technology that you would expect from a mobile phone but would be positioned purely as a fashion item.

Based on the design of the Nokia 7200, the Nokia 7200 LE is an all-white phone with leather and alcantara covers, wrist strap and leather case, packaged in an exclusively designed sales box and was sold at the premium price of €1,000.

PR would be the main driver of the campaign and local markets were provided with a limited number of handsets and challenged to use the opportunity to improve the brand perception among the relevant audiences in their countries.

Key considerations, challenges and opportunities

The key challenge was to position the Nokia 7200 LE as a desirable fashion & style accessory - not just another mobile phone - and to communicate the appeal of the device and the brand to "early adopters and market influencers".

A celebrity seeding programme was taking place on a global scale, however Ireland was not one of the countries allocated handsets for placement with key opinion formers – we were challenged to "make our own noise". We were allocated **one** handset for PR activity. Part of the challenge was to turn this limitation into an advantage – scarcity into exclusivity.



Nokia had an existing fashion profile within the Irish market, via the Nokia UCD Arts Fashion Show and other low level activities. However, the Nokia 7200 LE campaign had to appeal to the more sophisticated, discerning consumer at a primary level before creating a halo effect for other Nokia products.

Slattery advised that the introduction of non-traditional retail channels offered an opportunity for the Nokia brand to be taken out of the mobile phone store and into niche, aspirational boutiques – turning the phone into a desirable fashion item.

It was vital that the Nokia 7200 LE campaign achieved cut-through as there would be no second chances and further down the line we would want to place similar (if less expensive) Nokia products. If this campaign was not successful, Nokia Ireland would find it difficult to qualify for opportunities like this in the future.

Statement of Objectives:

The key objectives of the campaign were:

- Take the brand out of the technology pages!
- Generate targeted coverage within the Irish fashion and lifestyle media
- Create huge WOM (word of mouth) initially amongst potential buyers and then amongst fashion conscious segment of Nokia's target market.
- Achieve 100% sales of the product allocation – with demand to outstrip supply.
- Drive secondary sales of the Nokia 7200
- Position Nokia as "THE " fashion communication accessory of the season
- Open alternative distribution channels
- Raise the bar for Nokia in fashion communications and help establish Nokia as the leading brand for fashion and design-conscious consumers
- Make the Nokia brand synonymous with icons of the fashion and design communities

Programme Planning and Strategy:

Strategy

- Position device as inspirational – turn our lack of stock into a positive
- Involve top Irish designer to strengthen credibility of device as fashion item
- Collaborate with retail partners to communicate with key customer base
- Host launch event to create publicity opportunities
- Press review programme to deliver product experience to media and create a halo effect for other Nokia users who would read about it.

Stage one – Preparation

We needed to grab the attention of designers, fashion media etc. so we created a theme which we used in our sell in for the story. *"If you know the difference between Style and Fashion you know the Difference Between the Nokia 7200 LE and a Mobile Phone"* – was chosen as this theme. When written this may look "glib", but verbalised it worked and created immediate interest for this exclusive phone. We were in the main dealing with people in the fashion industry and it



grabbed their attention and ensured that we were not just selling a phone for Nokia – we were selling a slice of a glamorous lifestyle..

In keeping with the phone's high end positioning, Slattery Communications advised Nokia on the selection of two key fashion outlets. The product would benefit positively from the association, and would be available to the key target audience. Conscious that PR companies can be guilty of concentrating on Dublin only, we selected *The Design Centre* in the Powerscourt Townhouse Centre, and *Beth*, in Cork. Both of these outlets are synonymous with renowned Irish designers and attract our primary target market, with a keen interest in fashion and a high disposable income.

Slattery Communications advised that Nokia focus its core marketing activities on the existing clientele of the boutiques, while generating general awareness via publicity and WOM.

Stage Two – Campaign Planning:

Once the retail outlets and product availability details were confirmed, we set about devising a media relations campaign with the objective of generating as much media coverage as possible. We did this by:

- Commissioning top Irish designer, Synan O'Mahony, to create an exclusive evening gown, inspired by the Nokia 7200 LE
- Developing a national photocall event to communicate the arrival of the handset to Ireland
- Organisation of a launch event for retail customers, media and fashion industry
- Creating press review opportunities with key media
- Developing a luxury press pack issued to media
- Phone loans were deliberately kept very short. Using the tactics adopted by international clothes designers and jewellers we also "lent" our one phone to the most influential writers to bring it to style events, fashion shows, social functions etc. This created a cache for the phone as well turning into a talking piece.

Stage Three – Implementation:

On the launch day:

- A photocall with Polly Robinsons modelling the dress created by designer Synan O'Mahony, while using the Nokia 7200 LE was organised. Polly was chosen as her classical look suited the elegant upmarket look we wanted. Top stylist Michael Leong was selected to style Polly's look for the day, – no co-incidence either that Michael became one of the phones strongest advocated amongst the "fashionistas".
- The central photocall message was "Nokia has launched the exclusive inspirational Nokia 7200 Limited Edition". – The subtext being that Nokia was a high fashion brand. This photocall received strong sell in to the photo desks and huge interest.
- A press release based on the same theme was issued to targeted news media
- A luxury press pack was issued to key lifestyle and fashion media



- A premium launch event was held in the Design Centre, attended by fashion designers, key members of the fashion industry, high profile boutique clients, fashion media, TV and press social diarists. Again the phone and dress were the "stars" and received extensive coverage.

Support Activity

- To support the main PR programme, we created a direct Mail piece to be issued to key customers of our new retail partners, The Design Centre and Beth informing them of the availability of the Nokia 7200 LE. We also use new media by placing the story on local websites and the Nokia global intranet.
- Key media and fashionistas were targeted to let them know the phone was available for a very limited lending programme. The 7200 LE had to represent a Nokia style experience so a special chauffeur style service was organised to deliver the phone in style. This added to the WOM around the product.

The Measurement Stage:

Media coverage on TV, radio, and press for the launch of the Nokia 7200LE established the product as the must-have fashion communication accessory for Summer 2005. A total of more than one million opportunities to see/hear, with a total advertising value of over €40,000 was achieved. Most importantly the publicity was targeted to ensure we had prominence in all the leading fashion titles and national press as well as news pages.

The Nokia 7200LE was warmly embraced by our key media and fashionistas and was lent out no less than 16 times – making its own starring appearance at social functions around the country.

WOM was enormous – whilst difficult to measure precisely, Nokia's research facility reported that the Nokia brand image and fashion credentials significantly improved in the period directly following the campaign.

All handsets allocated to the Irish market were sold out with retail partners reporting that demand had massively outstripped supply.

The Nokia 7200 – (the little sister to the LE) became the best selling fashion phone for Nokia.

The campaign has been recognised for its best practice in demonstrating strong return on investment.

Budget:

The PR third party spend was approximately €12,000, incurring a project fee of €6,000