

Global Approach, Personal Appeal

Nokia Mobility Conference
Monaco
November 2004

Heikki Norta
Senior Vice President
Nokia Mobile Phones Marketing

Smart Moves

Marketing



The World's Leading Consumer Marketing Organization!

Marketing



The World's Leading Consumer Marketing Organization!

Brand Experience Marketing
Global Approach and Personal Appeal

Marketing



The World's Leading Consumer Marketing Organization!

Brand Experience Marketing
Global Approach and Personal Appeal

Global
Marketing

Diverse,
Efficient,
Targeted

Global Marketing

Diverse, Efficient, Targeted



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Optimized
Marketing

Diverse,
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Investing in
Opportunity

Optimized Marketing



Global Agility

Efficiency

**Investing in
Opportunity**

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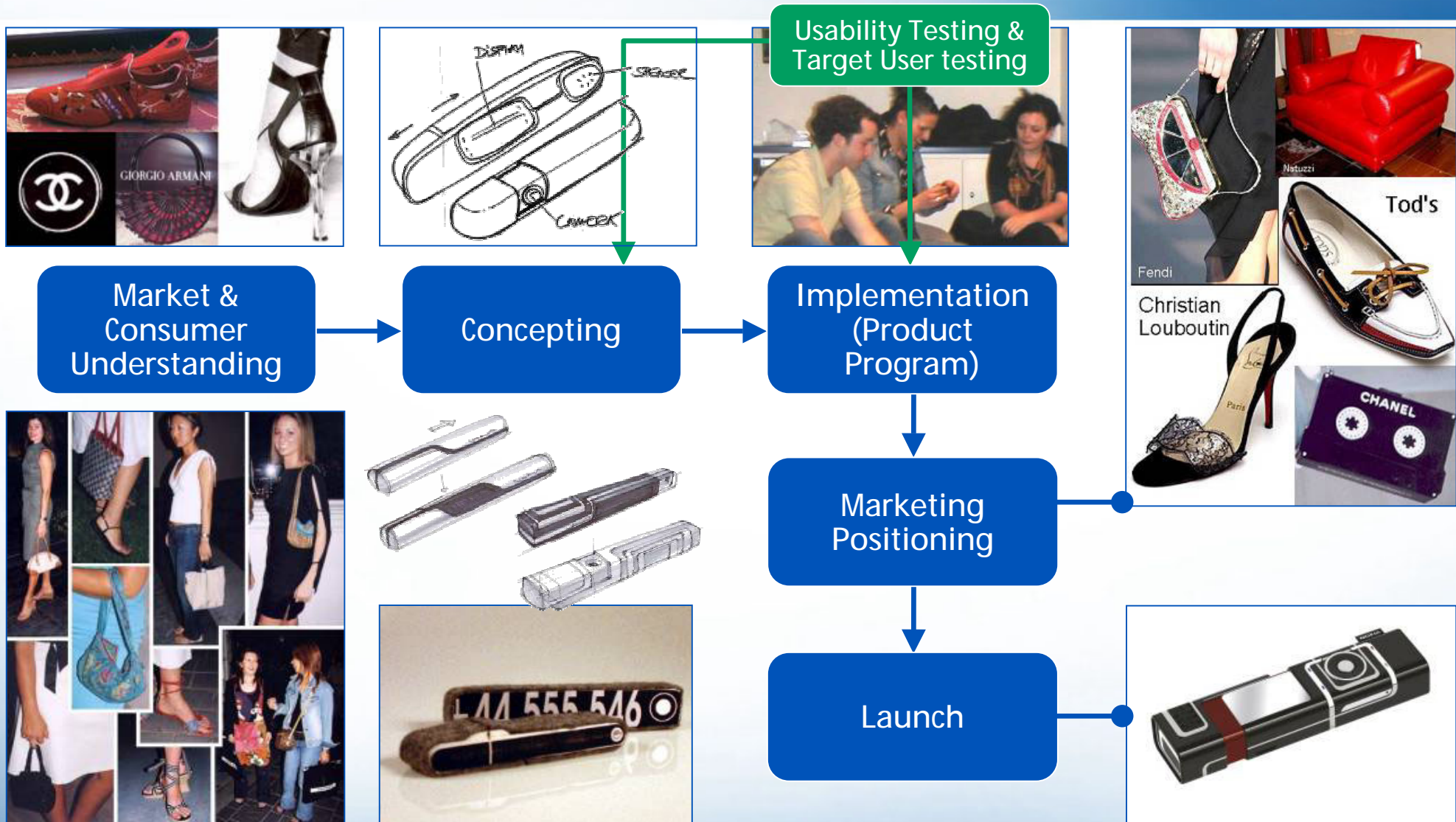
Consumer
Insight

Diverse,
Efficient,
Targeted

Investing in
Opportunity

Focus on
Market
Segments

Consumer Insight: Nokia 7280



Consumer Insight: Youth



Youth, the mobile generation

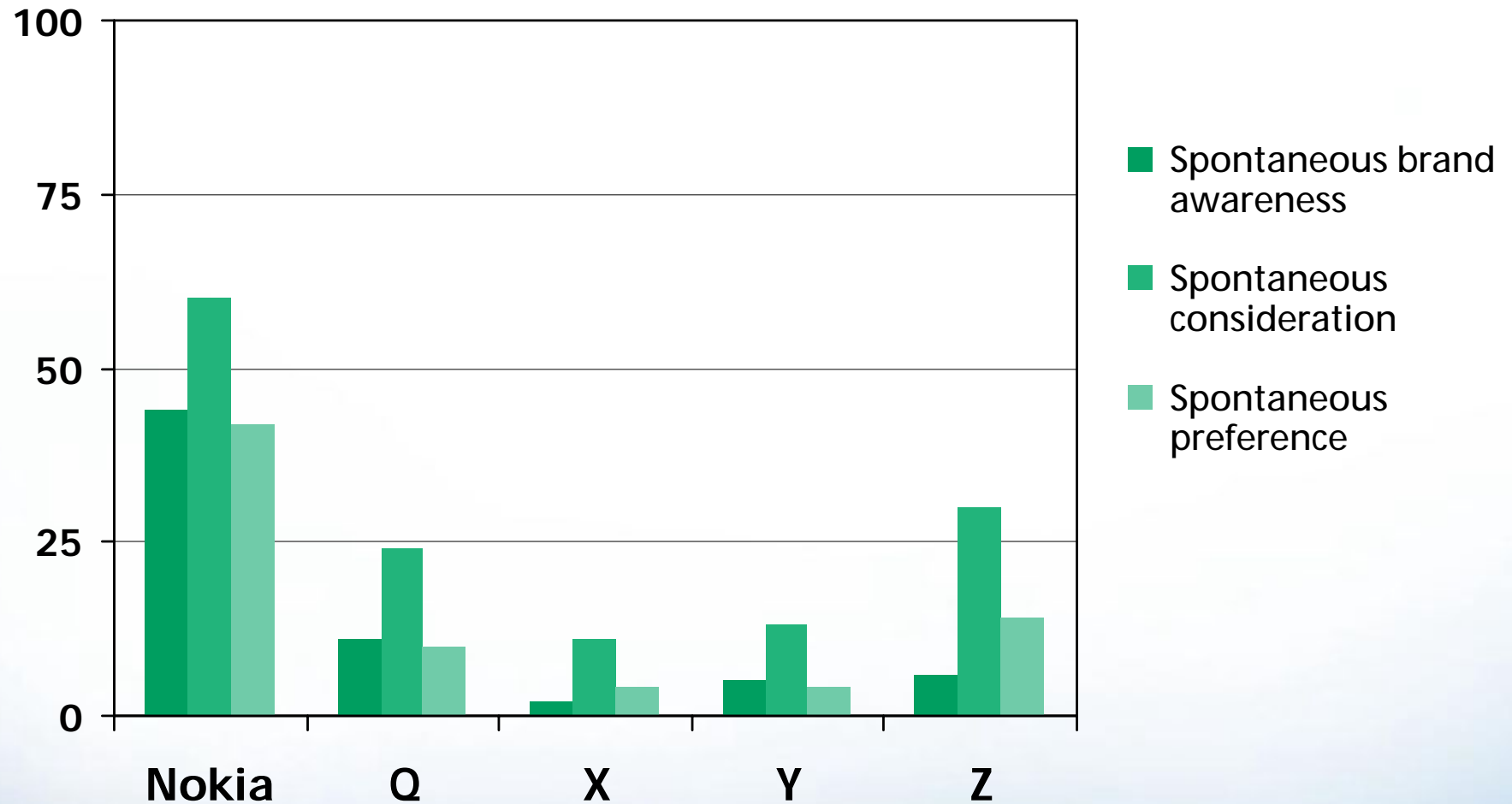
Youth population is decreasing, but their market is growing. Worth over \$1,000 billion.

Year	% of total population
2003	33.6%
2004	34.7%
2005	34.1%
2006	31.5%

Year	Youth spending (\$ billions)
2003	\$1,071
2004	\$1,104
2005	\$1,131
2006	\$1,157

Source: mobile youth 2004

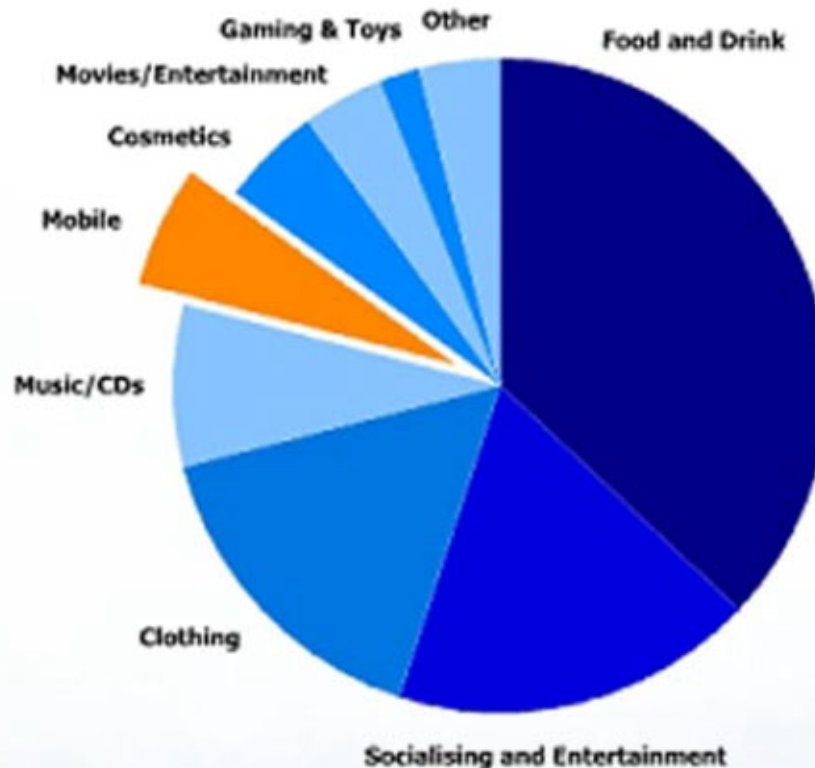
Consumer Insight: Brand Performance - Youth (15-24 Years)



Consumer Insight: Youth and Entertainment

Breakdown of Youth disposable income across 37 countries

mobileYouth 2004



"The Pie"

Youth spend their disposable income on an established "basket" of goods.

Whilst the type, number and pricing of goods may change, their ability to spend remains relatively constant.

This means, excluding the effects of economic growth and inflation, aggregate Youth spending remains fixed.

Consumer Insight: Youth and Entertainment

English Premier League Sponsorship and Interactive Games



3220

get together-do whatever
www.do-whatever.com

Theatre

Nokia Unwired and Nokia Theaters



Nokia Theater – Los Angeles



**7000 Seat
Nokia Theatre**
Emmy's, AMA, etc
150 concert dates

2000 Seat Club
150 concert dates

Nokia Plaza
Green Carpet
Press Events

Marketing



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Supporting
Operators

Cooperative Marketing



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Retail Marketing

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Supporting
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Inspire, Motivate,
Educate

Retail Marketing

Inspire, Motivate, Educate



Marketing Summary

“Educate and inspire consumers throughout the world, encouraging them to experience the brand and embrace the benefits of mobility.”





Thank You!

Smart Moves