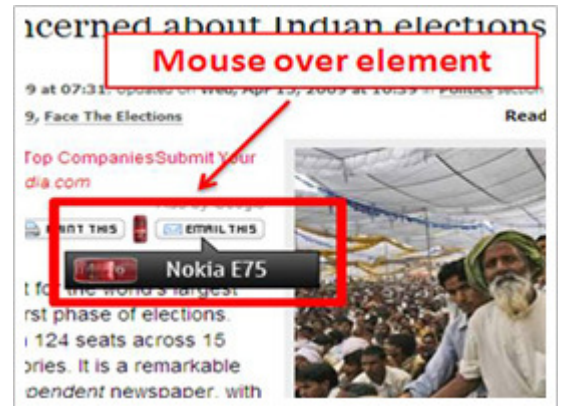


- Product: Nokia E 75
- Campaign Period: 5th May 09 – 6th June 09

THE SITUATION

- Nokia was set to launch a new smart handset: E75
- Product: Nokia E 75
 - An “Email” phone
 - Slide up, QWERTY
 - Wide screen for easy navigation and surfing
- Target audience
 - Tech savvy, urban professionals
 - SEC A
 - Involved internet users



THE CHALLENGE

Bring alive the key product attribute of “email phone” to the TG via the internet



THE SOLUTION

- Use IBNLive.com as a platform
- Capitalize on the behavior of the internet news consumer : their tendency of forward interesting news articles
- Creative rendition: Story page featured a mouse over on the “Email this story” tab. The mouse over displayed the logo of Nokia E-75. On clicking, the link opens up a new window with Nokia E-75 skinning. The standard “email this story “ prompt would feature in the screen of the phone (portraying that the mail is being sent from the phone)

THE RESULTS

- **481,279 is the number of users reading the articles from India generating 7,313,167 PV's**
 - **5500 consumers experienced this product on the site during the month.**
 - **Extremely effective campaign**
 - **Breaks a blind spot by compelling the consumer to notice and experience the product**
 - **Enhanced consumer interaction in a one –on-one way**
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