

At Nokia

marketing is anything but static



You order a coffee and open your laptop, reach into your pocket for your Nokia mobile phone and connect to the Internet. The infrared function on your phone opens up the connection and you read your e-mail...

The explosion of wireless communications during the 1990s thrust Nokia into the global spotlight. The company is the world's leading mobile phone supplier. According to market research, Nokia is the strongest cellular brand, both with regard to brand awareness and image.

In Finland, Nokia is by far the largest corporation in the country and the flagship of the economy. The value of its shares accounts for over half of the Helsinki Stock Exchange, and thus any rise or fall in the company sways the country's economy. Nokia's research departments, factories and offices have sprung up in different parts of the country; wherever Nokia decides to establish itself, affluence and prosperity are sure to sprout. Finns have a very sentimental view of Nokia; its reputation and honour are guarded like a national treasure.

The business suffered a temporary setback in 2004, when more stylish designs from competitors dented its market share, but Nokia regained its dominance of the market during 2005.

Profile:

Eddie M. Maalouf

Born in 1967, Eddie Maalouf holds an undergraduate degree in Marketing and Advertising and a master's degree in International Marketing. After spending six years in Europe studying and working between Spain and France, Maalouf moved to Dubai in 1993 to join Grey Worldwide advertising, where he was responsible for regional clients such as Procter&Gamble, British American Tobacco and Nokia, among others. In 2000, Eddie joined Nokia as regional marketing manager for the Gulf. He was assigned to launch Nokia's Multimedia business group in 2003 and was soon then given the role of heading the Nokia operations in the Middle East and North Africa as general manager. Currently, Maalouf heads the Middle East and Africa operations for marketing.

Nokia and WWF raise the bar for environmental sustainability

Following an initial three years of cooperation, Nokia and WWF will continue working together to raise the environmental awareness of Nokia employees, find new ways to enhance Nokia's environmental performance and support WWF's nature conservation goals. With these goals in mind, both organizations have signed on for continued partnership for an additional three years.

Nokia's current environmental focus areas are energy issues, substance management and recycling. WWF will support Nokia in its efforts over the coming three years, with environmental awareness building of Nokia employees remaining a key role. Nokia will also pilot WWF's One Planet Business concept, which aims to reduce companies' environmental impact.

Both organisations praised the relationship as a chance to learn from each other when looking at how to help create a more sustainable future. Activities such as the internal web-based learning platform Connect to Protect, management training workshops on business cases with an environmental focus and stakeholder seminars have helped increase environmental awareness among Nokia employees.

For more information, visit www.nokia.com



Advertising Age estimated global measured advertising expenditure of \$337 million in 2004, making Nokia the world's 89th largest advertiser in 2005.

Eddie Maalouf, head of Middle East and Africa operations for marketing with the mobile giant, spoke to *Academix* about Nokia's advertising policy.

What are the key marketing elements used by Nokia in its brand-building?

The marketing elements have never been static. They change because the consumers change. They evolve because the needs evolve.

However, the constants never change; the promise made by the Nokia brand has been constant for over 13 years, and had no choice but to pay back in equity.

Awareness is no longer a target ... as the brand, the consumer and the industry evolves and converges more and more towards commoditisation, our metrics need to keep up to ensure that we maintain our position in today's world, but this is another discussion altogether.

Could Nokia apply a single global strategy? In other words, can one message be "the right one" to achieve a brand's global identity?

The core of the brand and its promise don't, wouldn't and shouldn't change.

However, the manifestation of this promise around the world – in a way that remains equally appealing to the diverse nature of our geographies and consumer base – has, will and must change.

The ability to maintain a global brand promise, core and character while changing colors, languages, attitudes and behaviours is a skill set that becomes a competitive advantage. So, one message cannot deliver to a global identity, but ONE positioning can.

What is the ratio of corporate to product expenditure in Nokia's advertising campaign?

Corporate and product are one and the same. Our brand strategy is aligned with our product portfolio. Aligning our brand strategy with our product philosophy becomes the driver, which means that the combination of all campaigns are theme-focused, driving specific brand attributes and the product simply endorses the brand promise.

Do all products get the same share of an advertising budget? If not, what factors affect budget allocation?

Budgets are not allocated by products but rather by themes, as discussed above. The theme allocation then depends largely on the market and the drivers in the markets are based on the status of the brand. This

status is then measured by our brand funnel, which could range from awareness building up to loyalty and going through brand familiarities, preference, repurchase and so on.

This analytical approach influences the mix of marketing touch points, which in turn have different budgetary requirements.

How closely do you work with your advertising agency, Grey Worldwide?

Our agency is an extension of our marketing arm in the Middle East and Africa, which means that we are closely aligned in development of strategies, plans and execution, extending to resources and competencies across the area.

What is the Nokia Corporate Social Responsibility program?

Nokia strives to be a good corporate citizen all over the world. In Africa, Nokia has activities ranging from microfinancing projects to youth development initiatives.

Mobile communications is an established force for positive change, driving economic development and improving social wellbeing. It gives people a voice, helps them build personal and professional networks, and provides a base for more widespread information sharing. We aim to increase the penetration of mobile phones in countries where basic commu-



nications infrastructure is sparse or non-existent. Nokia is working closely with operator customers, governments and other stakeholders to offer affordable mobile entry products and solutions to a broader crosssection of society, in a way that is financially viable.

As an example of this, Nokia and Grameen Foundation USA have joined forces to bring affordable telecommunication access to rural villages in developing countries through the use of microfinance. The initiative is based on Grameen's successful microfinancing model helping the poor, mostly women, start self-sustaining businesses to escape poverty.

Of course we have a wider range of activities also extending in the Middle East's academic arena, the International Youth Foundation and WWF. 🍀

Nokia and IYF equip young people with essential life skills

In today's fast-changing, global economy, educators and employers alike recognise that traditional education often falls short of providing young people with the basic life skills they need to succeed – in school, in their communities, and future workplaces.

To help meet this critical need, the International Youth Foundation (IYF) and Nokia in 2000 launched a global youth development initiative that, to date, has reached more than 330,000 young people in 24 countries.

The focus of this \$26-million-initiative is on local programs that improve educational opportunities and teach life skills, including self-confidence, goal-setting, problem-solving, conflict resolution, and teamwork. In-country programs, carried out by local nongovernmental organisations, address locally identified needs.

For example:

In the [Czech Republic](#), [Hungary](#), [Poland](#), and [Russia](#), young people receive support in contributing to their communities.

In [Chile](#), disadvantaged youth acquire vocational and life skills aimed at helping them get jobs or start their own small enterprises.

In the [United States](#), young people learn to express themselves – and their views about the world – through art.

And in [South Africa](#), unemployed college graduates receive practical training in computer literacy, effective communication, setting goals, and overcoming obstacles.

What these local programs share in common is a commitment to equipping young people with essential skills that will empower them to become competent, confident, responsible, and caring adults.

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