



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

International Marketing Communications
Professor Shintaro Okazaki

Case #2

Source: Kotabe, M., and Helsen, K. (2010), Case 13-1 and 13-2, in *Global Marketing Management*, 5th edition, New York: John Wiley & Sons, p. 461-462.

CASE 2: NOKIA: 1,001 REASONS TO GO GLOBAL?

In the fall of 2004, Nokia, the world's largest mobile phone maker, rolled out its first truly global corporate advertising campaign in TV, print, and online with the slogan "1,001 reasons to have a Nokia imaging phone." The aim of the campaign was to create a stronger, more consistent brand identity. The campaign shed a landmark for Nokia. In the past, Nokia typically created different images and messages for its different markets.

The ad agency Grey Worldwide created the ads for Europe, the Middle East, and Africa. Bates Advertising in Singapore, part of the WPP Group, was responsible for the Asia-Pacific area. The two agencies collaborated to come up with one single campaign.

The ad does not actually spell out 1,001 reasons for having a Nokia imaging phone, it just says that there are 1,001 of them. Some of the ads and commercials use the face of cherubic baby to suggest using a Nokia phone to store favorite pictures. Nokia localized some aspects in the execution of the campaign. For instance, local actors were used to project a local flavor. However, the same lines were being used. For the same reason, settings used to showcase the phones were modified. For instance, the setting became a market place in Italy and a bazaar in the Middle East.

Nokia argues that the case for a global ad campaign is strong these days. Most countries now use the same mobile phone technology (GSM). As a result, new products can now be rolled out globally simultaneously.

DISCUSSION QUESTIONS

1. What are the benefits of a global advertising campaign such as the Nokia 1,001 reasons described in the case?
2. What are the risks of such a campaign? Do you think Nokia is on the right track?
3. How do you assess the campaign (message strategy, slogan, visuals)? Overall, do you judge Nokia's approach a success or a failure?
4. Do you believe global advertising campaigns will become more prominent in the future? For which products or services?



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help