



# **SOCIAL LISTENING WEEKLY REPORT**



**NOKIA**

## **NOKIA PRODUCT TRACKING**

**NOKIA 2, 3, 8**

26 February - 04 March

# Objectives

**Campaign:** Nokia Brand & Nokia 2 - Nokia 3 - Nokia 8

**Brand:** NOKIA

**Objectives:** Measure the results of social media discussions about Nokia brand, Nokia 2, Nokia 3, Nokia 8

**Channels:** Vietnam's online news & social media (social networks, videos, forums, blogs, reviews sites, major e-retailers,...)

**Period:** 26 February - 04 March

**Report focus:**

- ❖ Buzz Volume & Engagement of Nokia Brand/Product (In comparison week by week)
- ❖ Overall Performance by channels
- ❖ Sentiment Performance of Nokia Brand/Product
- ❖ Attribute Performance of Nokia Brand/Product
- ❖ Seeding Contribution
- ❖ Top Content & Top Sources
- ❖ Competitors Understanding



# Agenda

1. **Social Insight & Recommendation**
2. **Executive Summary**
3. **Overview of Nokia 2, 3, 8**
  - ❖ Buzz Trendline Overview
  - ❖ Buzz volume of each product (In comparison week by week)
  - ❖ Engagement of each product (In comparison week by week)
  - ❖ Seeding Contribution in terms of Buzz Volume and Sentiment Redemption
  - ❖ Top 5 sources of positive/negative mentions
4. **Focus on each of Nokia products (Nokia 2, 3, 8)**
  - ❖ POE Performance
  - ❖ Sentiment Performance
  - ❖ Attribute Performance
5. **Focus on Nokia Brand**
  - ❖ Sentiment Performance of Nokia Brand
  - ❖ Attribute Performance of Nokia Brand
6. **KOL/Influencer Performance**
  - ❖ Buzz volume
  - ❖ Sentiment Performance
7. **Competitors Overview: Samsung, Oppo, Xiaomi, Huawei, Vivo**
  - ❖ Highlight products
  - ❖ Highlight tactics



**SOCIAL LISTENING REPORT**

# **SOCIAL INSIGHT & RECOMMENDATION**



**RESEARCH & SOLUTIONS**

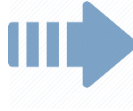
Since there were many discussions raised from users about their usage issues on the phone. Articles sharing clear usage instructions from brand would be much helpful to communicate with its audiences



#### SOCIAL INSIGHT



“Should I update my phone to the latest Android OS version although I had been waiting for its release?”



#### WHAT-TO-DO

- This was the question raised most by users during this period. They want to know how was the usage experience after the phone was updated to that OS version, which was considered to be a risk for them. Therefore, a **detailed article about usage experience of new OS version** will much help them in this dilemma. The article should be aired on tech groups and communities such as Tinh Tế, Review Đạo, Android Việt Nam...



**SOCIAL LISTENING**

# **EXECUTIVE SUMMARY**



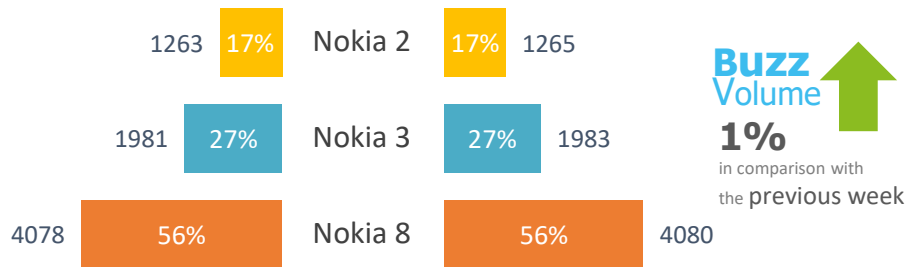
**RESEARCH & SOLUTIONS**



# Executive Summary



## OVERALL BRAND BUZZ

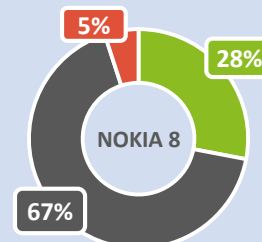
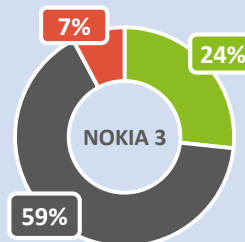
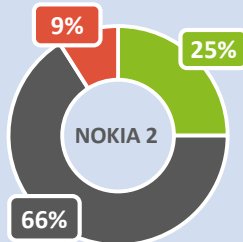
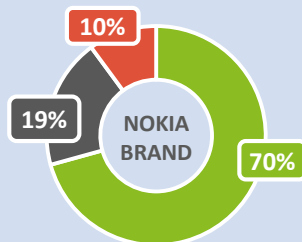


Exclude minigame (N = 7322) ↔ Include minigame (N = 7328)



## SENTIMENT PERFORMANCE

Color code: ■ Positive ■ Negative ■ Neutral



✓ Users took really high interest in Nokia's discount program for Nokia 8, together with their purchase intention, trust and advocacy.

✗ User's disappointment at today's Nokia.

✓ Overall compliments on the lengthy battery lifetime & user's recommendation on buying the phone.

✗ User's reports for the slow charging speed, rapid battery drain & overheating status.

✓ Users praised for the smooth performance after updating the phone to the Android 8.0 beta version.

✗ User's reports for the multi-touch & charging issues.

✓ User's recommendation on choosing Nokia 8 thanks to its powerful technical specifications with very good price

✗ Poor camera performance & monotonous storage of internal apps were the downside of the device.



## WHAT MAKE UP BUZZ

The main buzz generators for Nokia 2, Nokia 3 and Nokia 8 were:

- User's discussions on **Hỏi Đáp Luôn (công nghệ)** and **Nokia user communities** - Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2-Nokia HMD Global.
- User's discussions under the official commercial pages from **retailers** such as Thế Giới Di Động.
- Articles about Nokia smartphones from Tinh Tế forum ([link](#), [link](#)).

Nokia 8 in particular also was highly discussed because there were a lot of users raising their purchase consideration in community groups when this phone was on sales.



# PRODUCT OVERVIEW

- ❖ BUZZ TRENDLINE
- ❖ BUZZ VOLUME OF EACH PRODUCTS & HIGHLIGHT ACTIVITIES
- ❖ ENGAGEMENT OF EACH PRODUCTS & HIGHLIGHT ACTIVITIES
- ❖ SEEDING CONTRIBUTION IN TERMS OF BUZZ VOLUME & SENTIMENT REDEMPTION

SECTION

01



Buzz trend line of Nokia 2-3-8 peaked on 27-Feb and 03-Mar thanks to articles on Tinh Tế forum about Nokia smartphones. Besides, another buzz contributor was user's discussions on tech groups and Nokia 8 was the most discussed device

1

NOKIA 2 - NOKIA 3 - NOKIA 8



- Article reporting that all Nokia smartphones will be empowered by Android One OS from [Tinh Tế](#) forum

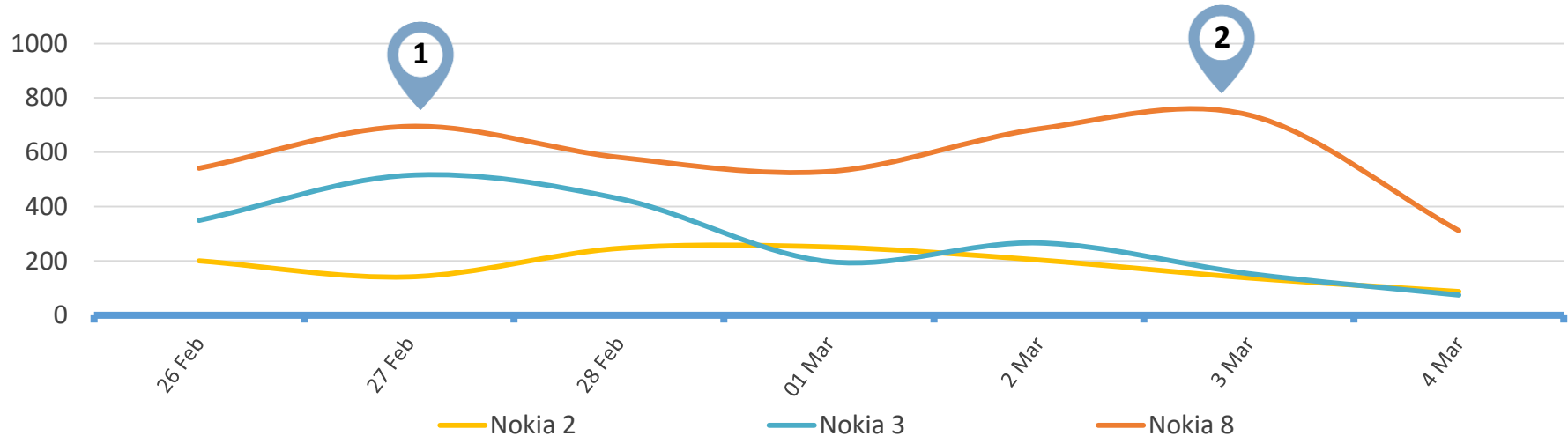
2

NOKIA 2 - NOKIA 3 - NOKIA 8



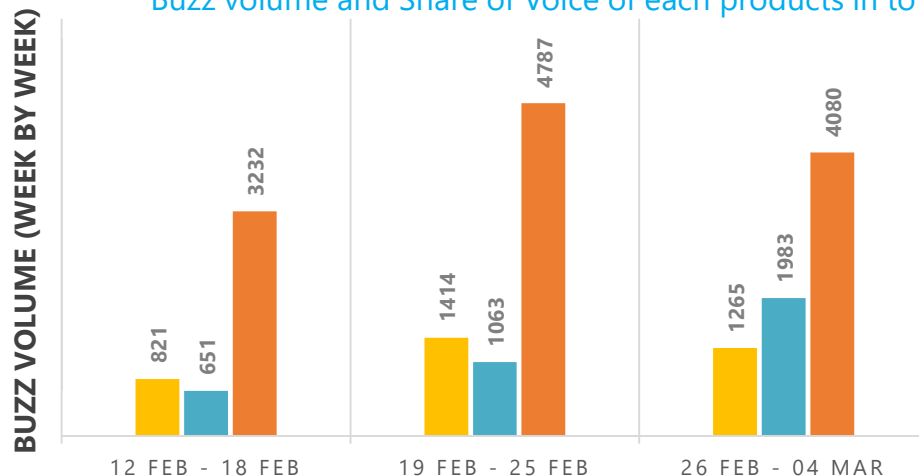
Article reviewing the pros and cons of each Nokia smartphones from [Tinh Tế](#) forum

MENTION TRENDLINE DAY BY DAY OF EACH PRODUCTS



# Nokia 2-3-8 maintained the average level of buzz with nothing noticeable. Audiences are now excitingly talking about Nokia 8 Sirocco & Nokia 7 Plus than these three

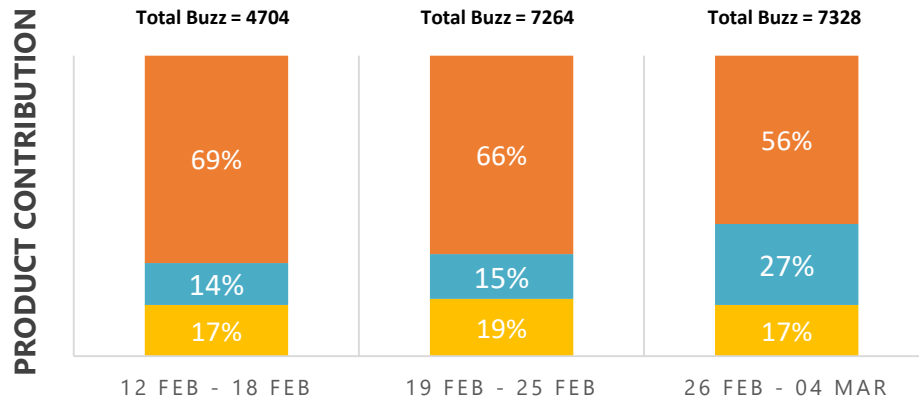
Buzz volume and Share of Voice of each products in total Nokia brand



■ Nokia 2

■ Nokia 3

■ Nokia 8



## BUZZ RANKING



## BUZZ CONTRIBUTORS

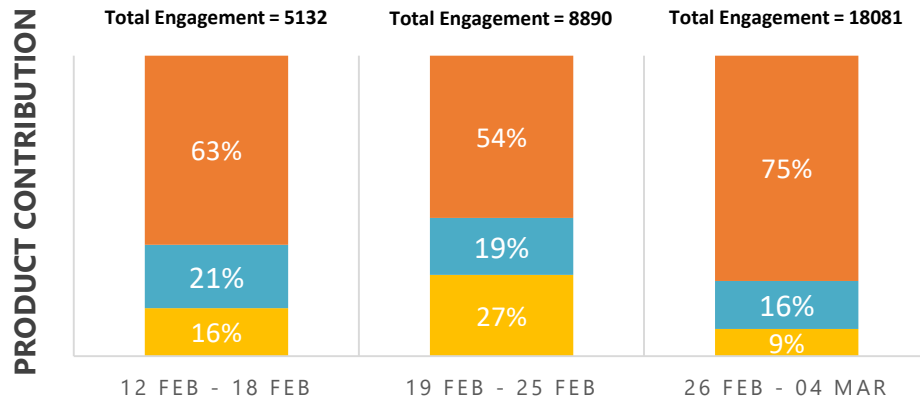
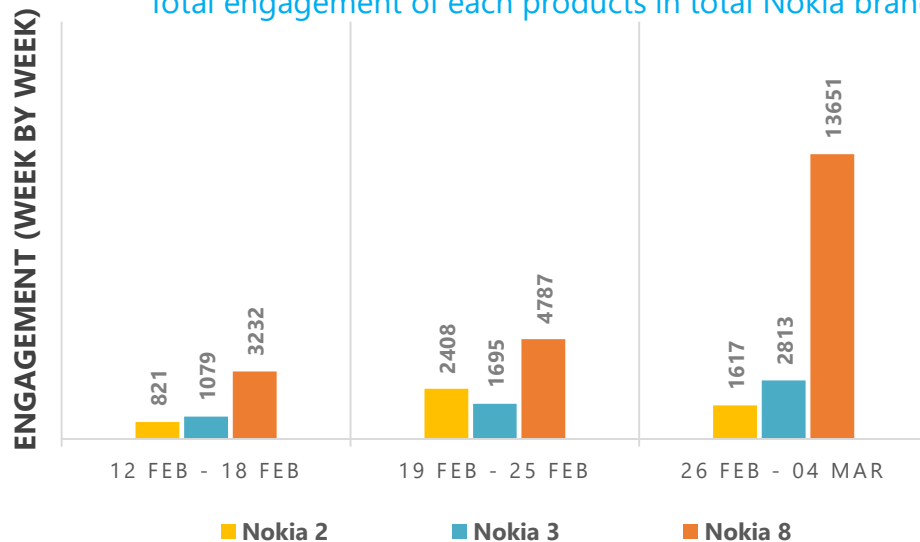
Buzz volume of **Nokia 2**, **Nokia 3** and **Nokia 8** was mainly made from:

- User's discussions on **Hỏi Đáp Luôn (công nghệ)** and **Nokia user communities** - Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2-Nokia HMD Global.
- User's discussions under the official commercial pages from **retailers** such as **Thế Giới Di Động**.
- Articles about **Nokia smartphones** from **Tinh Tế forum** ([link](#), [link](#)).

**Nokia 8** in particular also was highly discussed because there were a lot of users raising their purchase consideration in community groups when this phone was on sales.

Likes from commercial posts of dealers were the main source of engagement. While the most discussed activities were user's discussions from tech groups & communities

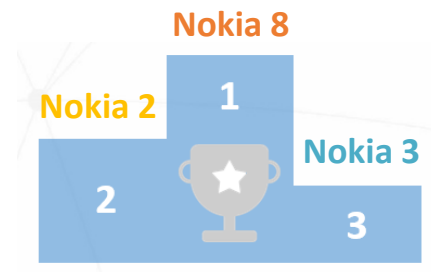
Total engagement of each products in total Nokia brand



Note: Total engagement = Total Buzz + Total Like + Total Share



#### ENGAGEMENT RANKING



#### MOST ENGAGING ACTIVITIES

User's engagement of the above devices mostly gained from:

- **Advertising posts for Nokia products** from dealers [TGDD](#), [FPTShop](#).
- **User's discussions** from tech groups and communities.

# Audiences currently do not proactively talked nice things about Nokia 2, 3, 8. Discussions were almost user's reports for the technical glitches on these devices



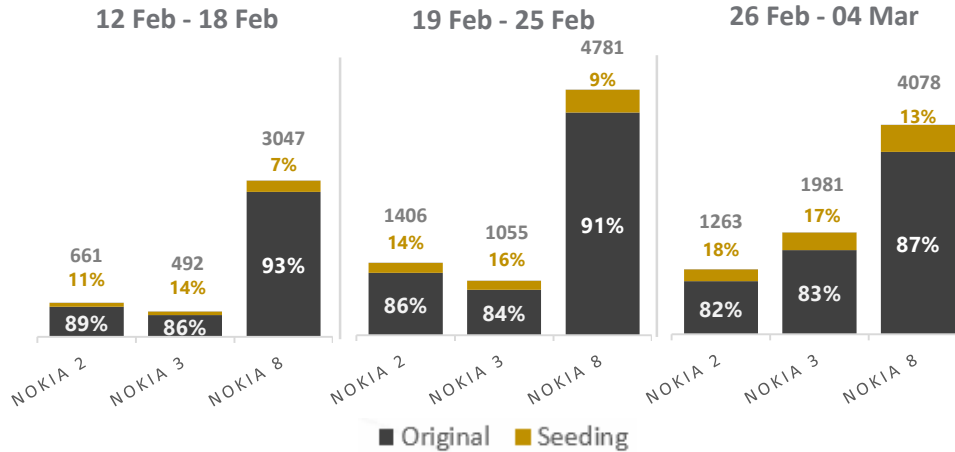
## SEEDING CONTRIBUTION

As time goes by, the **pure sentiment performance of three devices were getting worse**. That explained why the amount of seeding was getting more and more.

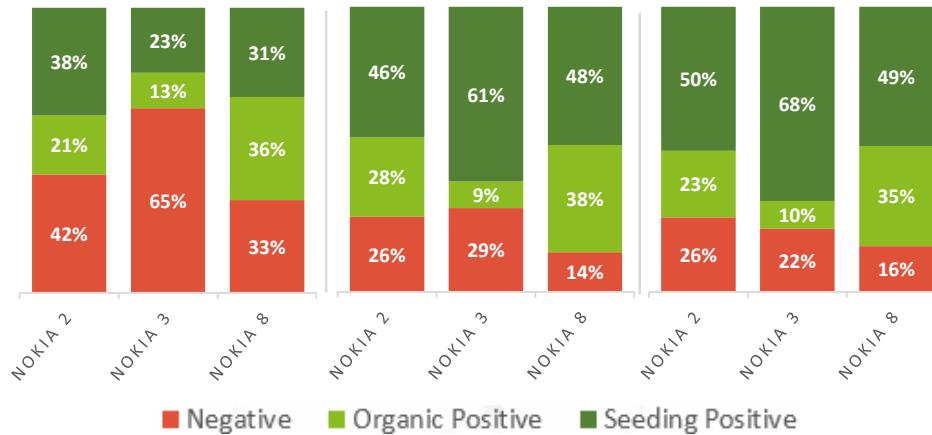
In terms of sentiment, it can be seen from the charts that the **organic positive ratio was quite modest over time** and had a tendency to fall.

Quid pro quo, the **negative figure of three devices have been controlled at the same level during the last two weeks**.

(The detailed analysis of sentiment performance will be deep dive in the following sections).



(Data was calculated based on buzz volume **after excluding mentions from minigame**)



(Data was calculated based on sentiment)

# Top 5 Sources of Positive Mentions

The following charts indicate the contribution of a particular source to the positive mentions of each Nokia smartphones in percentage terms.

## NOKIA 2

thegioididong.com

33%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

32%

Group Tinhte

9%

Manh Cuong

7%

Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2-Nokia HMD Global

7%

Base: 234 mentions

## NOKIA 3

thegioididong.com

34%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

31%

Hội Người Dùng Nokia Việt Nam

10%

Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2-Nokia HMD Global

5%

tinhthe.vn

3%

Base: 273 mentions

## NOKIA 8

Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2-Nokia HMD Global

36%

thegioididong.com

12%

Hỏi Đáp Luôn (công nghệ)

10%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

6%

Group Tinhte

5%

Base: 659 mentions

# Top 5 Sources of Negative Mentions

The following charts indicate the contribution of a particular source to the negative mentions of each Nokia smartphones in percentage terms.

## NOKIA 2

Cộng đồng người dùng yêu thích Nokia Thế giới di động

51%

thegioididong.com

37%

Nokia Mobile

2%

fptshop.com.vn

1%

Cộng Review

1%

Base: 83 mentions

## NOKIA 3

thegioididong.com

29%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

24%

Hội Người Dùng Nokia Việt Nam

22%

Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2- Nokia HMD Global

5%

Cộng đồng Android trên Facebook

1%

Base: 78 mentions

## NOKIA 8

Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, 3, 2- Nokia HMD Global

54%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

10%

thegioididong.com

9%

Hỏi Đáp Luôn (công nghệ)

5%

tinhte.vn

4%

Base: 126 mentions

# FOCUS ON EACH PRODUCTS

- ❖ P.O.E. PERFORMANCE, SENTIMENT PERFORMANCE & ATTRIBUTE PERFORMANCE OF NOKIA 2
- ❖ P.O.E. PERFORMANCE, SENTIMENT PERFORMANCE & ATTRIBUTE PERFORMANCE OF NOKIA 3
- ❖ P.O.E. PERFORMANCE, SENTIMENT PERFORMANCE & ATTRIBUTE PERFORMANCE OF NOKIA 8

SECTION

02



SOCIAL LISTENING REPORT

# NOKIA 2

Live more between charges



# Approximately 100% of buzz volume of Nokia 2 came from Earned Media thanks to user's conservation from Nokia user communities

## POE PERFORMANCE

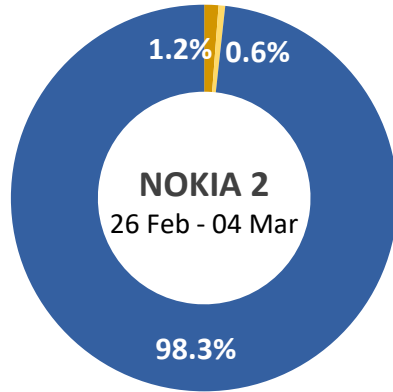


## BUZZ CONTRIBUTORS

Owned Media

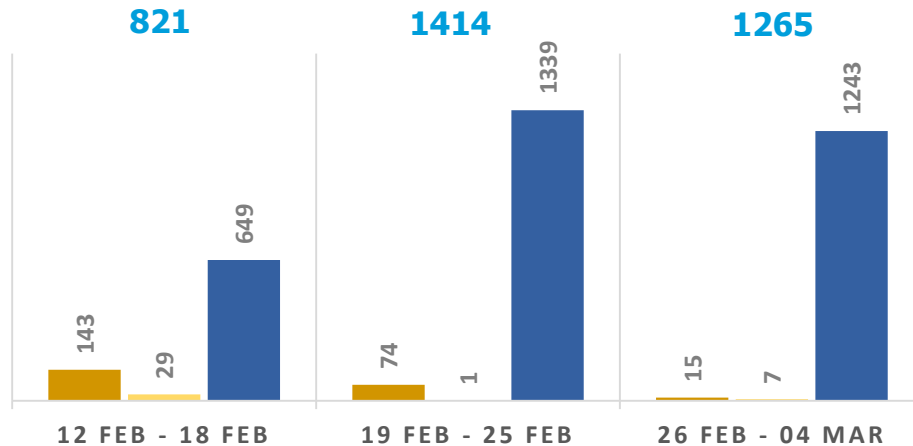
Paid Media

Earned Media



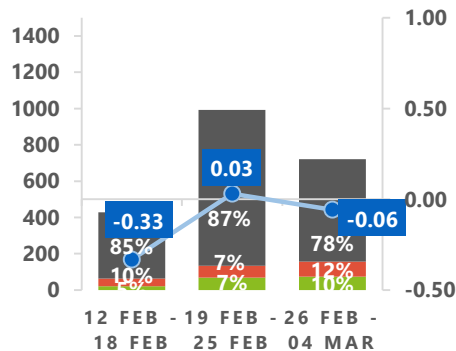
- **Owned media:** User's conservation under advertising post ([link](#)) on owned fanpage
- **Paid media:** Article from Tinh Tế forum ([link](#))
- **Earned media:** Official commercial page of Nokia 2 from dealer ([link](#)), user's conversations from Nokia user communities ([link](#), [link](#), [link](#))

*N = 1265*



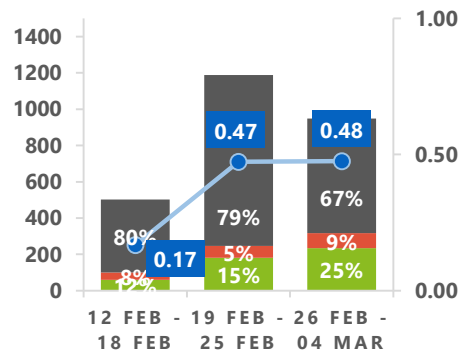
# The sentiment performance of Nokia 2 was still bad since due to plenty of user's reports for the technical flaws on the phone, especially after 'reset all settings'

SENTIMENT PERFORMANCE OF NOKIA 2 (EXCLUDED SEEDING)



■ Positive ■ Neutral ■ Negative

SENTIMENT PERFORMANCE OF NOKIA 2 (INCLUDED SEEDING)



## SENTIMENT PERFORMANCE

The sentiment performance of Nokia 2 was greatly redeemed by seeding effort since, **without seeding, it was a negative number**. The phone was most complaints about numerous bugs during using progress.



## POSITIVE DRIVERS

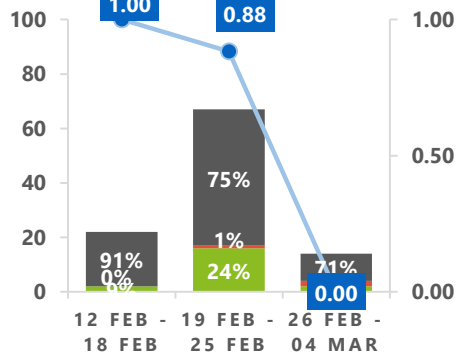
- ✓ Cheerful mood when users were informed that Nokia 2 was going to updated to Android 8.1 OS version
- ✓ User's compliments on the long-lasting battery lifetime
- ✓ User's recommendation on buying the phone



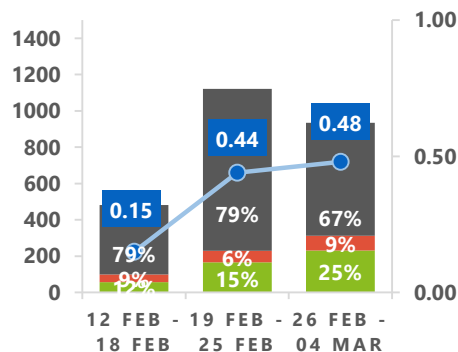
## NEGATIVE DRIVERS

- ✗ Super slow charging speed
- ✗ Poor wifi/3G signal
- ✗ Rapid battery drain & overheating status
- ✗ App crashing issue

SENTIMENT PERFORMANCE OF NOKIA 2 ON OWNED MEDIA



SENTIMENT PERFORMANCE OF NOKIA 2 ON OUT-OF-OWNED MEDIA



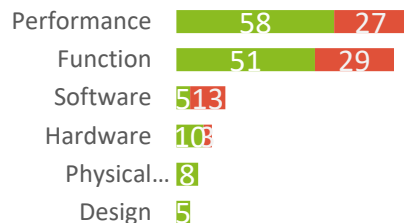
Note: Sentiment ratio bases on the number of remaining mentions after excluding the unrated ones  
Sentiment index = (positive index - negative index)/(positive index + negative index)

# Feedbacks on Product Attributes

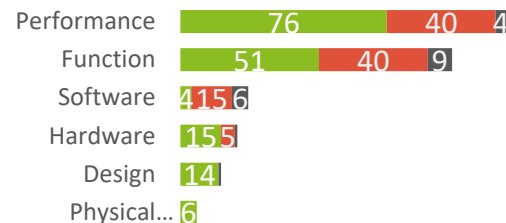
## PRODUCT ATTRIBUTE PERFORMANCE



12 Feb - 18 Feb



19 Feb - 25 Feb



26 Feb - 04 Mar



### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Performance]** Long-lasting battery life

Verbatim: *Mua nokia 2 đi bác pin cực trâu* - [Link](#)

Verbatim: *Fb cả ngày ko cần sạc* - [Link](#)

- **[Function]** Good wifi connectivity

Verbatim: *Wi-fi thì bắt quá mạnh rồi* - [Link](#)

Verbatim: *No.2 ngon :v Bắt wifi đâu có tệ đâu ta?* - [Link](#)

- **[Design]** Comfortable handling experience

Verbatim: *Cầm êm tay sướng* - [Link](#)

Verbatim: *Cầm sang lắm ông . Mát tay với khung nhôm nữa chứ* - [Link](#)

### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Function]** Taking too long for a full charge

Verbatim: *Nokia 2 của mình sạc pin lâu quá anh em.* - [Link](#)

Verbatim: *Sạc pin lâu lắm tầm 4 đến 5 tiếng lận.* - [Link](#)

- **[Performance]** Overheating status

Verbatim: *sai chút nóng phồng tay phía dưới camera.* Có ai bị như tui ko. Sợ nổ pin quá - [Link](#)

Verbatim: *...mà lại nóng kinh khủng* - [Link](#)

SOCIAL LISTENING

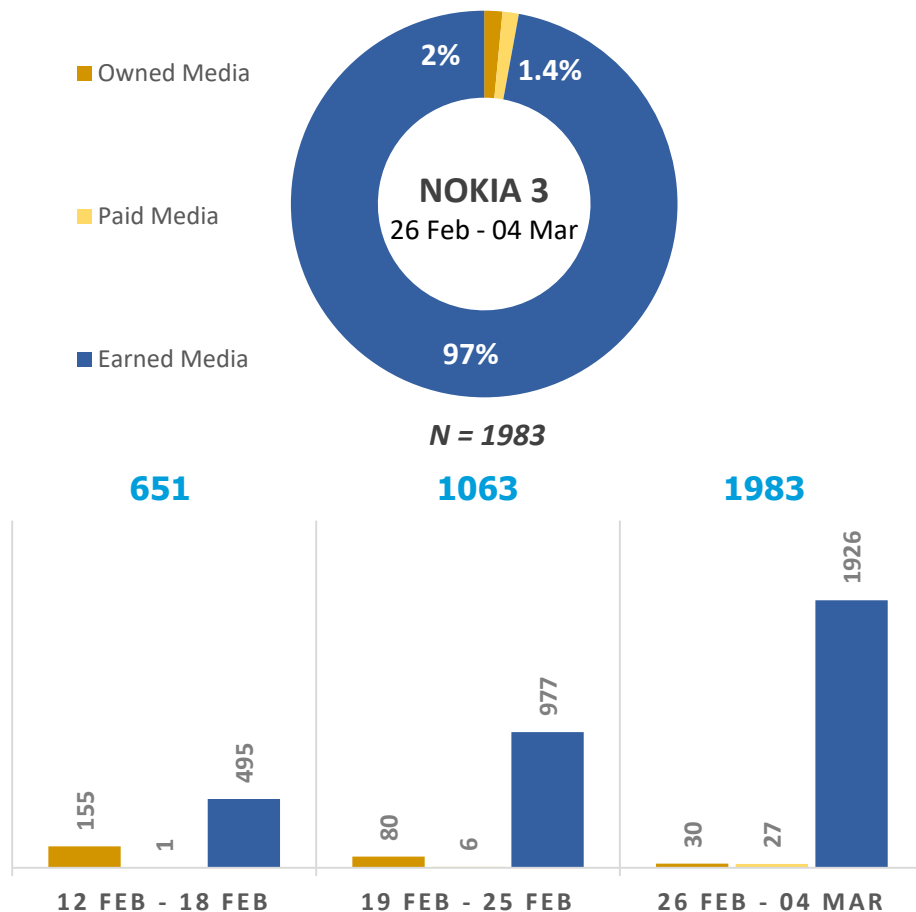
# NOKIA 3

Beautiful simplicity



# Approximately 100% of buzz volume of Nokia 3 came from Earned Media thanks to user's conservation from Nokia user communities

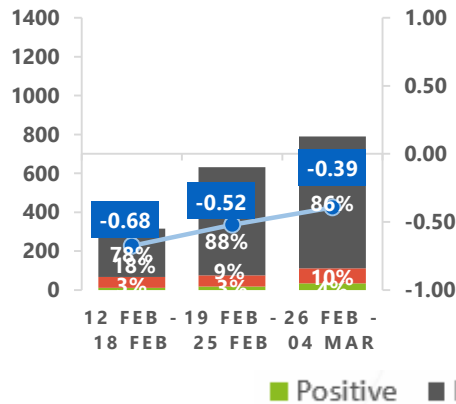
## BUZZ CONTRIBUTORS



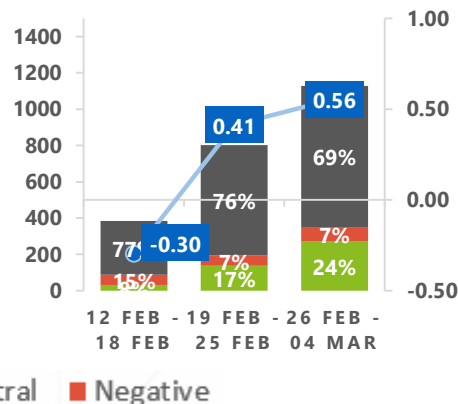
- **Owned media:** User's conservation under advertising post ([link](#)) on owned fanpage
- **Paid media:** Articles from Techrum, Tinh Tế Forum ([link](#), [link](#))
- **Earned media:** Official commercial page of Nokia 3 from dealer ([link](#)), user's conversations from Nokia user communities ([link](#), [link](#), [link](#))

# This week, the sentiment performance of Nokia 3 had a slight improvement thanks to the release of Android 8.0 beta version for this phone

SENTIMENT PERFORMANCE OF NOKIA 3 (EXCLUDED SEEDING)



SENTIMENT PERFORMANCE OF NOKIA 3 (INCLUDED SEEDING)



## SENTIMENT PERFORMANCE

Almost discussions about Nokia 3 on social media were user's reports and complaints about the phone, that's why the negative ratio overwhelmingly outweighed the organic positive one. Seeding had greatly redeemed the situation compared to its pure performance.



## POSITIVE DRIVERS

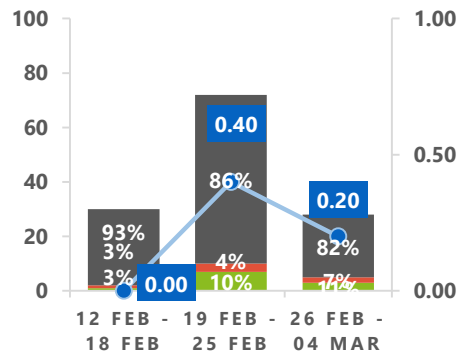
- ✓ Smooth performance after updating the phone to the Android 8.0 beta version
- ✓ Lengthy battery life



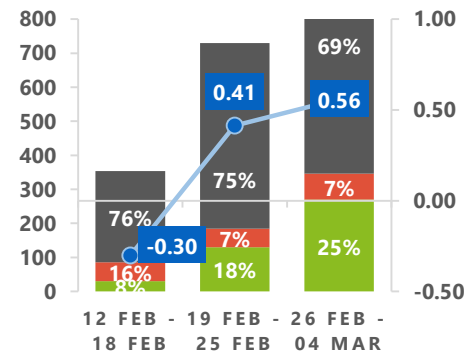
## NEGATIVE DRIVERS

- ✗ Inability to multi-touch of the touchscreen
- ✗ Unable to be fully charged
- ✗ Technical bugs on the phone of after updating the phone to the Android 8.0 beta version

SENTIMENT PERFORMANCE OF NOKIA 3 ON OWNED MEDIA



SENTIMENT PERFORMANCE OF NOKIA 3 ON OUT-OF-OWNED MEDIA

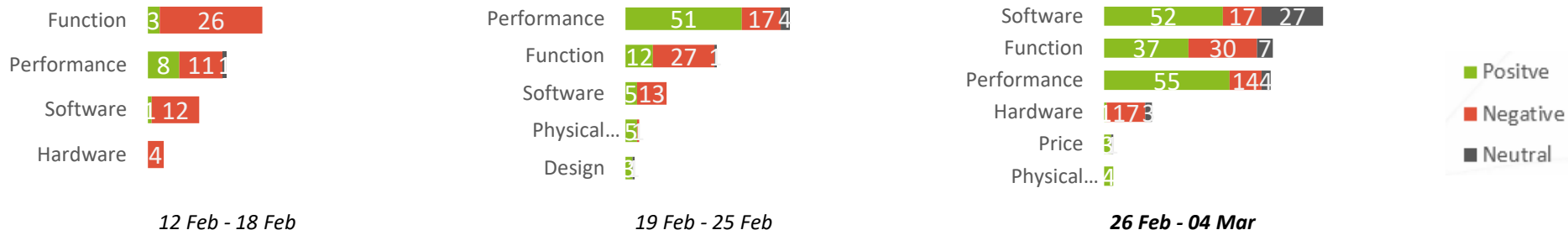


Note: Sentiment ratio bases on the number of remaining mentions after excluding the unrated ones  
 Sentiment index = (positive index - negative index)/(positive index + negative index)



# Feedbacks on Product Attributes

## PRODUCT ATTRIBUTE PERFORMANCE



### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Software - Performance]** Android 8.0 features longer battery life on the phone

**Verbatim:** Bản beta 8.0 mình đã chờ đợi từ lâu. Khá hay là trình chạy 3 có thể chọn nhiều tùy biến icon đẹp mắt. - [Link](#)

**Verbatim:** Bản beta nó đã trâu vậy, lên bản chính thức dùng mới đã - [Link](#)

- **[Performance]** Good gaming experience

**Verbatim:** Chơi đc, mà muốn ngon hơn thì lên 8.0 đê - [Link](#)

**Verbatim:** Chiến game mượt - [Link](#)

### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Function]** Multi-touch issue when playing game

**Verbatim:** Vừa di chuyển vừa skill hơi đc - [Link](#)

**Verbatim:** Vừa di chuyển vừa sử dụng nút A B C k dc đâu - [Link](#)

- **[Hardware]** Gyroscopes was not calibrated

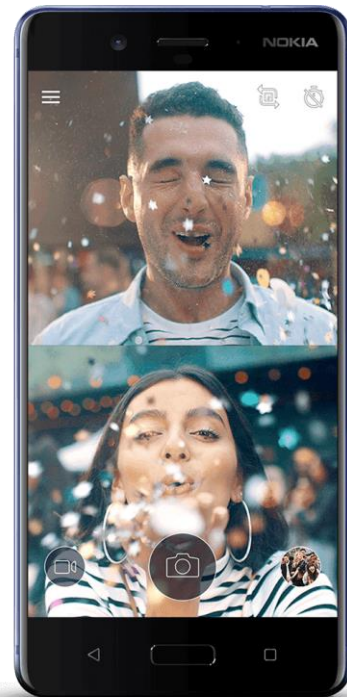
**Verbatim:** Nokia 3 bị lệch cảm biến mọi người ạ huhu - [Link](#)

**Verbatim:** phát hiện ra Nokia 3 bị lỗi "lệch con quay hồi chuyển" - [Link](#)

SOCIAL LISTENING REPORT

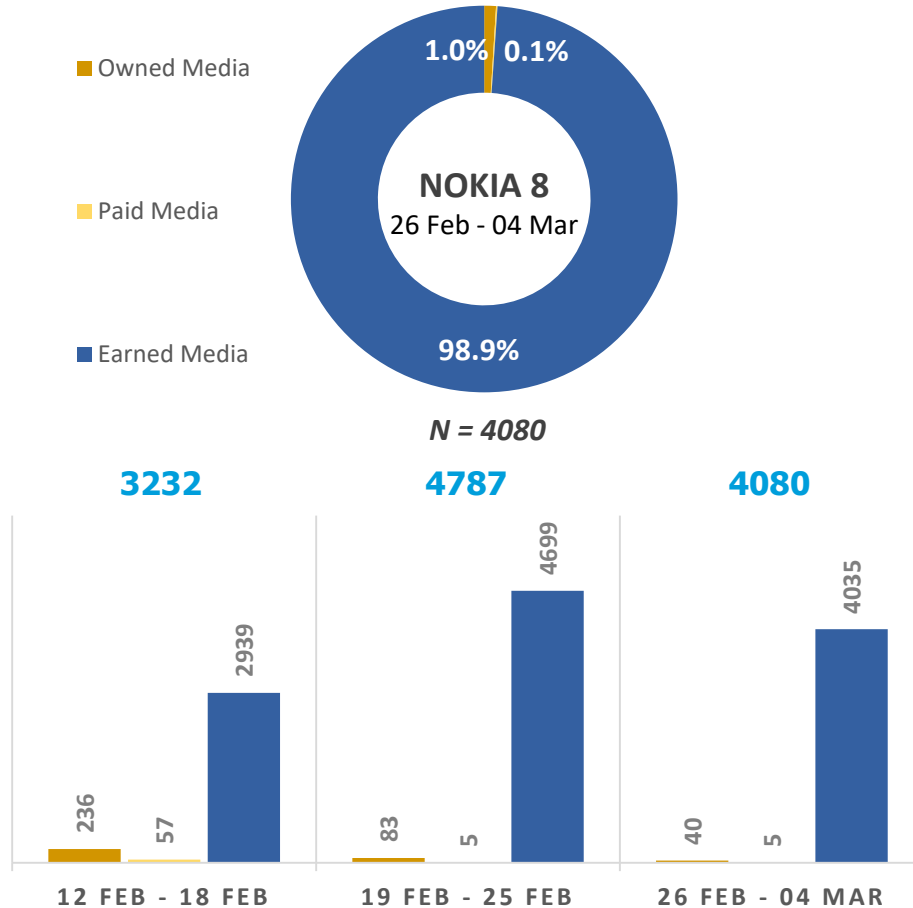
# NOKIA 8

Share both sides of the story



# Approximately 100% of buzz volume of Nokia 8 came from Earned Media with MWC 2018 was the top theme

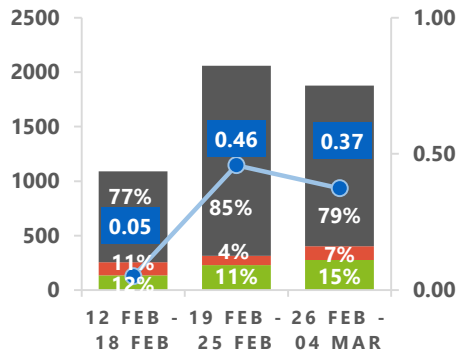
## BUZZ CONTRIBUTORS



- **Owned media:** User's conservation under advertising post ([link](#), [link](#), [link](#)) on owned fanpage
- **Paid media:** PR articles on online news ([link](#), [link](#), [link](#))
- **Earned media:** Official commercial page of Nokia 8 from dealer ([link](#)), user's conversations from Nokia user communities ([link](#), [link](#), [link](#))

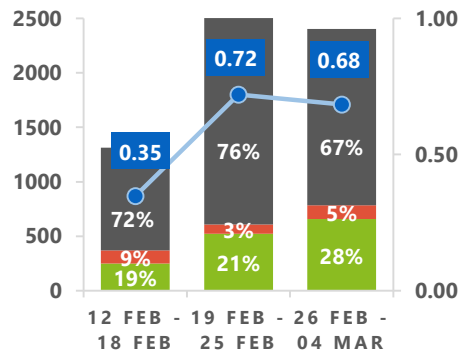
# This week, Nokia 8 was healthy only after seeding included. The main negative issue of the week was user's underestimated evaluation of camera performance

SENTIMENT PERFORMANCE OF NOKIA 8 (EXCLUDED SEEDING)



■ Positive ■ Neutral ■ Negative

SENTIMENT PERFORMANCE OF NOKIA 8 (INCLUDED SEEDING)



## SENTIMENT PERFORMANCE

Although there was a slight decrease in sentiment index, Nokia 8 managed to **stayed in healthy zone only when seeding was included**. Or else, its **pure performance was still in unhealthy condition**. However, the sentiment index on owned media significant increase as **user's intent to buy this phone**.



## POSITIVE DRIVERS

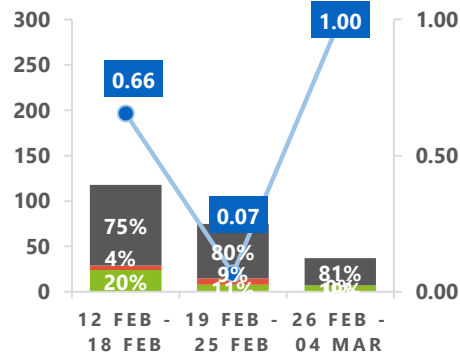
- ✓ Good feedbacks on the natural color reproduction in good lightning condition
- ✓ User's recommendation on choosing Nokia 8 thanks to its powerful technical specifications with very good price
- ✓ Articles informing about the list of worthy smartphones, which are currently on big sales ([link](#), [link](#))



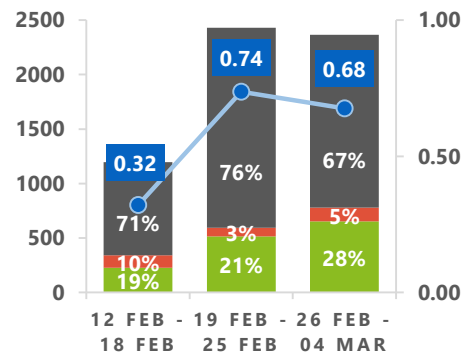
## NEGATIVE DRIVERS

- ✗ Worse low-light camera performance
- ✗ Few internal apps with silly bugs due to stock Android OS
- ✗ User's reports for the app freezing or sluggish to open
- ✗ User's reports for the irritating overproduction of noise cancelling while recording, which distorted the real sound ([link](#))

SENTIMENT PERFORMANCE OF NOKIA 8 ON OWNED MEDIA



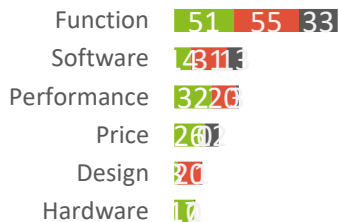
SENTIMENT PERFORMANCE OF NOKIA 8 ON OUT-OF-OWNED MEDIA



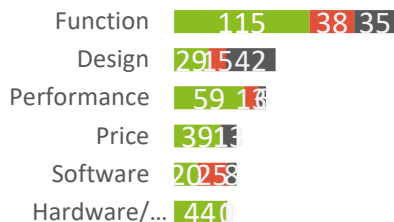
Note: Sentiment ratio bases on the number of remaining mentions after excluding the unrated ones  
 Sentiment index = (positive index – negative index)/(positive index + negative index)

# Feedbacks on Product Attributes

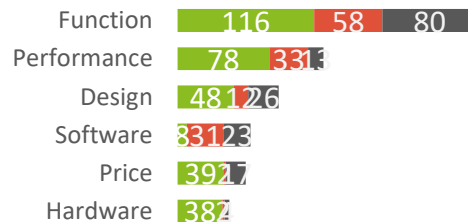
## PRODUCT ATTRIBUTE PERFORMANCE



12 Feb - 18 Feb



19 Feb - 25 Feb



26 Feb - 04 Mar



### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Function]** User prefers Nokia 8 camera to others

Verbatim: Muốn Iphone 7 Plus chụp và độ độ nét khi zoom lên, *Nokia 8 ăn đứt iphone* - [Link](#)

Verbatim: *Tầm đấy mà chỉ chụp hình thì nokia 8 ngon hơn nhiều* - [Link](#)

- **[Performance]** User's trust in Nokia battery life

Verbatim: *pin thì dòng nào qua Noki đc?* - [Link](#)

Verbatim: *Nokia xưa nay pin trâu vô đối* - [Link](#)

- **[Design]** User's interest in colors of the phone

Verbatim: *màu xanh đấy nhìn đẹp* - [Link](#)

Verbatim: *Xanh bóng, xanh nhám, đen nhám. Thích mấy màu này* - [Link](#)

### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Software]** Unexpected app crashing

Verbatim: *Hay dis ứng dụng thật á bạn* - [Link](#)

Verbatim: *Đag xem youtb còn dừng đột ngột cơ. Cay* - [Link](#)

- **[Function]** Recorded sound was somewhat distorted during video recording

Verbatim: có ai dùng nokia 8 mà lúc quay video hay ghi âm thì *nghe tiếng lộp bộp kiểu tv mất sóng ko* - [Link](#)

Verbatim: Nokia 8 Livestream *âm thanh bị lọc quá nhiều, ko còn đủ các âm sắc từ môi trường nữa...Livestream thì âm thanh bị méo, lúc to lúc nhỏ, tiếng nghe rất kỳ quặc..* - [Link](#)

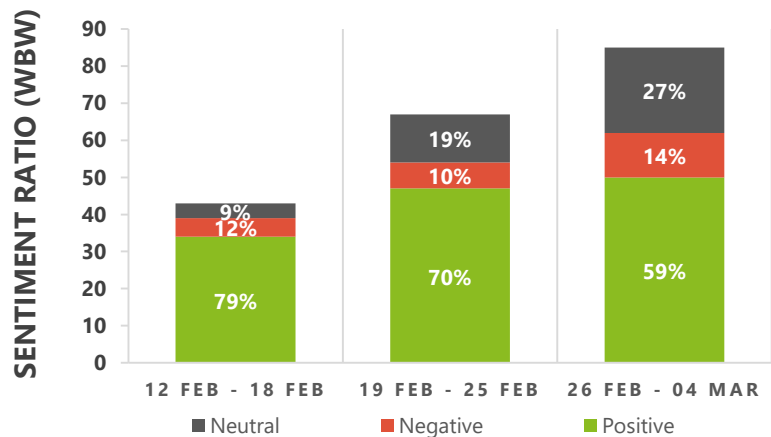
# FOCUS ON NOKIA BRAND

- ❖ OVERALL SENTIMENT PERFORMANCE OF NOKIA BRAND MENTIONS
- ❖ ATTRIBUTE PERFORMANCE OF NOKIA BRAND MENTIONS

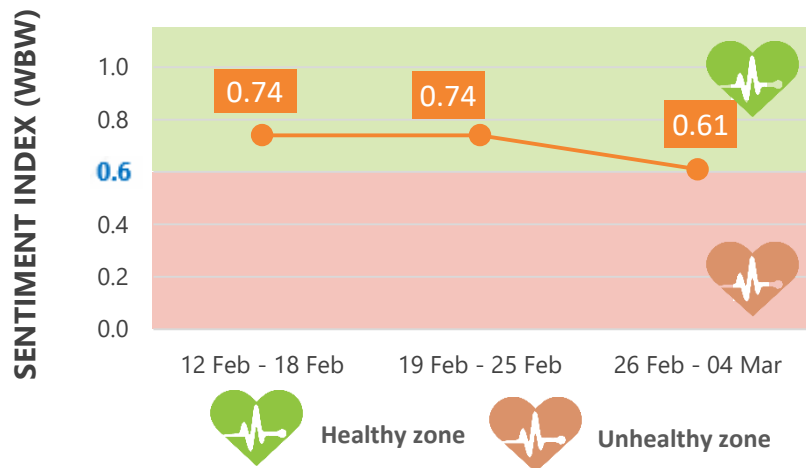
SECTION

03

Nokia brand managed to stay at the healthy zone, especially thanks to the discount program for Nokia 8. Besides, under the minigame post, there were many users expressed their love and advocacy for Nokia brand



Note: Sentiment ratio base on number of mentions which exclude unrated mentions



Note: Sentiment index = (positive index – negative index)/(positive index + negative index)



#### SENTIMENT PERFORMANCE

Nokia brand encountered from a deterioration in sentiment index as user's disappointment because they had been waiting so long for the release of Android 8.1 from Nokia.

Note: Nokia-branded mention is the mention that talked directly about Nokia brand.



#### POSITIVE DRIVERS

- ✓ Users took really high interest in Nokia's discount program for Nokia 8, together with their purchase intention
- ✓ User's mentions expressed their trust and advocacy for Nokia brand
- ✓ Good feedbacks on the quick update to the latest Android OS from Nokia's customer service department.



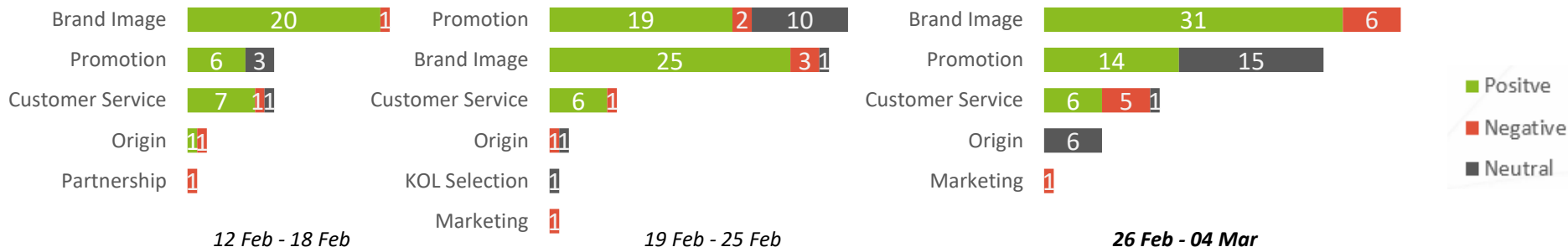
#### NEGATIVE DRIVERS

- ✗ User's disappointment at today's Nokia



# Feedbacks on Brand Attributes

## BRAND ATTRIBUTE PERFORMANCE



### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- [Brand Image]** User's trust and advocacy for Nokia

**Verbatim:** Thấy gì hôm đây *Fan bự nhà Nokia nha* 😊 Nokia Lumia hồi đó giờ quá luôn em Nokia 8 Đó giờ gặp nhiều *fan quột nhà Noki* nhưng hôm nay mới nhớ lấy điện thoại ra lia 1 tấm làm kỉ niệm ahihi 😊 #Nokia - [Link](#)

**Verbatim:** Mình mới mua thêm con khác để Livestream, con này dùng để di chuyển, dùng *Nokia từ bé nên ko dễ từ bỏ hii* - [Link](#)

- [Promotion]** Users took high interest in Nokia's discount program for Nokia 8

**Verbatim:** *Chính hãng giá quá gất rồi b*, xiaomi giá rẻ mà vẫn k độ nổi lần sale này - [Link](#)

**Verbatim:** Bác dạo thử bên cellphone còn có hàng k. E mua ở cellphone thấy máy ok lắm, *lẹ đi bác*, kiểm mầy web khác *chứ nay hạn cuối khuyến mãi rồi* - [Link](#)

### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- [Brand Image]** User's dissatisfaction at today's Nokia with the thought that it would be very hard for Nokia to regain its former glory

**Verbatim:** *Nokia trc thôi chứ h hmd gia công lại là gen 1 thì tệ hại lắm*, từ giá rẻ như nokia 3 hay nokia 8 đều bệnh về cảm ứng, gia công - [Link](#)

**Verbatim:** Đang xài và rất là lo là lúc hết bảo hành nó hư thì sao. Thay 2 lần rồi. Đt này rớt giá thê thảm quá. *Hết muốn iu nokia* - [Link](#)

**Verbatim:** Vì cái tính năng này nó phổ thông quá rồi bạn ơi, *ko thể tin Nokia lại ko làm tốt nó được trong khi một con Trung quốc nhái nó còn làm ok kia mà* - [Link](#)

**Verbatim:** Với giá mua Nokia 8, thà ku mua IP 6s plus còn hơn... *Nokia nói chung vừa trở lại, vẫn còn nhiều điều nghi ngại lắm...* - [Link](#)

# Deep dive into attribute 'Customer Service'

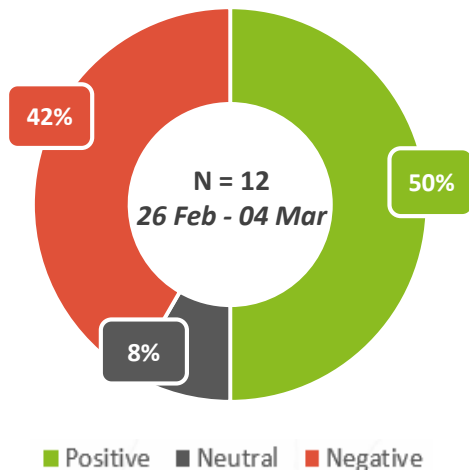
## FOCUS ON NEGATIVE DRIVERS

Tardiness of Nokia in updating Nokia 8 to the Android 8.1 OS version, which failed to what Nokia had promised before

**Verbatim:** *Hứa hẹn lên 8 mà năm trước tới năm nay k thấy.* - [Link](#)

**Verbatim:** *Lâu k thấy anh HMD GLOBAL cập nhật phần mềm sửa lại cái cam vs lỗi văng ứng dụng nhể.hay là qua triển lãm MWC bọn nó liên hoan,bú rượu nhiều say đêch thềm để ý con no8 này nữa* - [Link](#)

**Verbatim:** *Mình dùng nokia 8 và vẫn chờ mãi chưa có 8.1 bạn à, tụi nước ngoài có cả 2 tuần rồi.* - [Link](#)



## FOCUS ON POSITIVE DRIVERS

Users praised Nokia for their frequent update their smartphones to the latest Android OS version as soon as possible

**Verbatim:** *Nếu muốn chơi android lâu dài thì No8,cam kết update liên tục trong 3 năm nhé :D* - [Link](#)

**Verbatim:** *99% khuyên nên chọn nokia8 vào lúc này hiệu năng khủng cập nhật nhanh chóng* - [Link](#)

**Verbatim:** *Công nhận Nokia nó cập nhật nhanh vãi các bác ạ* - [Link](#)

# KOL/INFLUENCER PERFORMANCE

- ❖ BUZZ VOLUME
- ❖ SENTIMENT PERFORMANCE

SECTION

04



# KOs/TOLs/Influencer Performance

There was no social voice from KOL/Influencer for Nokia smartphones as there was no sponsored articles during this tracked period.

# COMPETITORS OVERVIEW

- ❖ KEY PRODUCTS
- ❖ MAIN TACTICS

SECTION

05

**SAMSUNG** - Social media audiences this week took high interest in Galaxy S9 | S9+ -  
The best device in the world in terms of camera and display

# SAMSUNG

## HIGHLIGHT PRODUCTS



*GALAXY S9 | S9+*

## HIGHLIGHT TACTICS

- Series of livestream advertising for Galaxy S9 | S9+ from influencers like [Kim Chi](#), [Ginô Tống](#), [Nguyễn Thị Anh Đào](#)
- Minigames from dealers like [Lazada](#), [ViettelStore](#), [FPTShop](#)
- Cross comparison with iPhone X ([link](#), [link](#))
- Product reviews from [Tinh Tế](#), [TGDĐ](#)
- Articles reporting on the Unpacked event and offline event ([link](#), [link](#), [link](#), [link](#))

OPPO - Oppo F5 is still the key product while Oppo F15 with iPhone X-style notch was highly discussed by audiences



#### HIGHLIGHT PRODUCTS



**OPPO F5 SERIES**



**OPPO R15**

#### HIGHLIGHT TACTICS

- **Advertising posts for Oppo handphones** on [Oppo Vietnam](#) fanpage
- Articles about the upcoming Oppo R15 from [TGDĐ](#), [CellphonesS](#), [Schannel](#)



**XIAOMI - Redmi 5 Plus - The very hot brand-new specs beast with super good price, which is exclusively distributed by FPTShop**



#### HIGHLIGHT PRODUCTS



**REDMI 5 PLUS**

#### HIGHLIGHT TACTICS

- **Commercial posts from FPTShop for the new Redmi 5 Plus** ([link](#), [link](#), [link](#), [link](#))
- **Video from Vinh Vật Vờ** talking about most Asian phone users are in favor of Xiaomi ([link](#))

HUAWEI - Social media audiences are now curious about the upcoming Huawei P20, while the key product was still Huawei Nova 2i



#### HIGHLIGHT PRODUCTS



*HUAWEI NOVA 2i*



*HUAWEI P20*

#### HIGHLIGHT TACTICS

- Minigame for Nova 2i on [Huawei Mobile](#) fanpage
- Android 8.0 beta version contest with Nova 2i on [Huawei Mobile](#) fanpage
- Article from [TGDĐ](#) leaking info about Huawei P20

VIVO - Half-screen-in display fingerprint scanning at CES 2018 is eagerly waited expected by audiences



#### HIGHLIGHT PRODUCTS



VIVO X20 PLUS UD



VIVO APEX

#### HIGHLIGHT TACTICS

- **Article from [Tinh Tế](#) forum and [Vivo](#) fanpage reporting on about the half-screen-in display fingerprint scanner concept of Vivo upcoming smartphone**



**SOCIAL LISTENING**

# APPENDIX



**Additional Information**

# Demographic

Demographics of audiences were demonstrated based on data collected from users, whose personal profiles were openly publicized on social media.

## NOKIA 2

### UNIQUE AUDIENCE ⓘ



239

### AUDIENCE DEMOGRAPHICS ⓘ GENDER

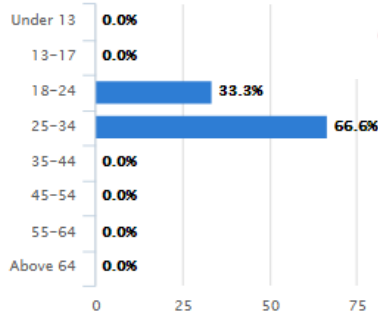


73.7%

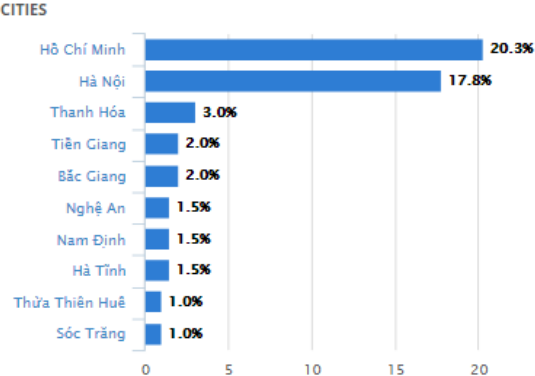


23.2%

### AGE



### AUDIENCE GEOGRAPHICS ⓘ CITIES



## NOKIA 3

### UNIQUE AUDIENCE ⓘ



520

### AUDIENCE DEMOGRAPHICS ⓘ GENDER

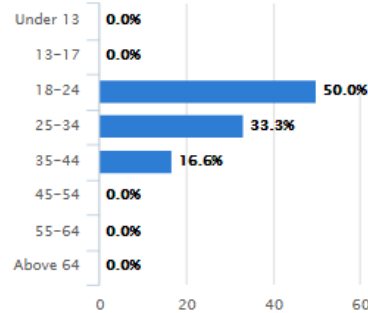


76%

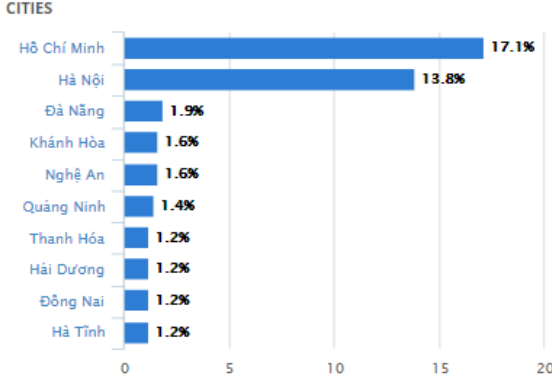


21.2%

### AGE



### AUDIENCE GEOGRAPHICS ⓘ CITIES



## NOKIA 8

### UNIQUE AUDIENCE ⓘ



1.5K

### AUDIENCE DEMOGRAPHICS ⓘ GENDER

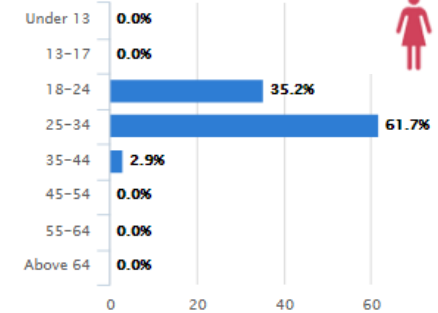


81%

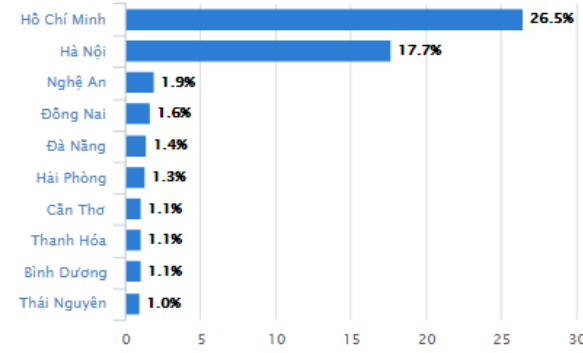


17.4%

### AGE



### AUDIENCE GEOGRAPHICS ⓘ CITIES



# Top threads and Top sources by buzz volume of Nokia 2

## TOP THREADS BY BUZZ VOLUME

Rank	Top Thread	Source
1	<a href="#">Nokia 2 - Cấu hình chi tiết</a>	TGDĐ ecommerce site
2	<a href="#">Nokia 2 của mình sạc pin khá là lâu..từ 7 giờ sáng đến gần 12 giờ kém mới đầy pin</a>	Cộng đồng người dùng Nokia Thế giới di động
3	<a href="#">No.2 ngon :v Bắt wifi đâu có tệ đâu? Cách 2 cái nhà bắt vivu.</a>	Cộng đồng người dùng Nokia Thế giới di động
4	<a href="#">Cảm giác chuyển từ IOS (Iphone SE) sang android (Nokia 2) cuộc sống trầm lại</a>	Group Tinh Tế
5	<a href="#">Pin Nokia 2 sau khi khôi phục cài đặt gốc này các bác..tuyệt ghê lắm</a>	Cộng đồng người dùng Nokia Thế giới di động
6	<a href="#">Thông báo đến toàn thể gia đình nokia của chúng ta, nokia 2 sẽ cập nhật lên android 8.1</a>	Cộng đồng người dùng Nokia Thế giới di động
7	<a href="#">Nay No2 với No3 lên Oreo mà k bjk ai có bản cập nhật chưa nhỉ?</a>	Hội Người Dùng Nokia Việt Nam
8	<a href="#">Ai biết cách vô nhanh Tệp của Nokia 2 không</a>	Cộng đồng người dùng Nokia Thế giới di động
9	<a href="#">Nokia 2 khôi phục cài đặt gốc bị mờ màn hình anh em ơi...</a>	Cộng đồng người dùng Nokia Thế giới di động
10	<a href="#">Nokia 2 của mình sạc pin lâu quá anh em</a>	Cộng đồng người dùng Nokia Thế giới di động

## TOP SOURCES BY BUZZ VOLUME

<a href="#">Cộng đồng người dùng Nokia Thế giới di động</a>	504
<a href="#">thegioididong.com</a>	421
<a href="#">Group Tinhte</a>	68
<a href="#">Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5</a>	49
<a href="#">Hội Người Dùng Nokia Việt Nam</a>	49
<a href="#">Hỏi Đáp Luôn (công nghệ)</a>	21
<a href="#">Fanpage thegioididong</a>	18
<a href="#">Manh Cuong</a>	17
<a href="#">tinhte.vn</a>	15
<a href="#">Nokia Mobile</a>	15

# Top threads and Top sources by buzz volume of Nokia 3

## TOP THREADS BY BUZZ VOLUME

Rank	Top Thread	Source
1	<a href="#">Điện thoại Nokia 3</a>	TGDĐ ecommerce site
2	<a href="#">Xin phép ad và toàn thể ace trong gr a. Chuyện là mới đây nokia đã cho phép đk bản b 8.0</a>	Cộng đồng người dùng Nokia Thế giới di động
3	<a href="#">Nokia 3</a>	Hội Người Dùng Nokia Việt Nam
4	<a href="#">No3 lên 8.0 màn hình tối hơn s á.</a>	Cộng đồng người dùng Nokia Thế giới di động
5	<a href="#">Nokia 3 chơi liên quân k mượt, chơi dream soccer hong được luôn..</a>	Cộng đồng người dùng Nokia Thế giới di động
6	<a href="#">Nokia 3 lên beta 8.0.0 sử dụng 3h liên tục mất 30% .mn cho nx đi nào</a>	Cộng đồng người dùng Nokia Thế giới di động
7	<a href="#">Vừa mới MWC 2018 ngày hôm qua, mà hôm nay.</a>	Cộng đồng người dùng Nokia Thế giới di động
8	<a href="#">hồi nãy e vừa test thử con asphalt 8 trên nokia 3</a>	Hội Người Dùng Nokia Việt Nam
9	<a href="#">No3 đã nâng cấp lên android 8...làm cách nào để xuống 7.1 z mn..</a>	Cộng đồng người dùng Nokia Thế giới di động
10	<a href="#">No 3 lên thẳng 8.1 luôn các bác ơi</a>	Hội Người Dùng Nokia Việt Nam

## TOP SOURCES BY BUZZ VOLUME

<a href="#">Cộng đồng người dùng Nokia Thế giới di động</a>	831
<a href="#">Hội Người Dùng Nokia Việt Nam</a>	439
<a href="#">thegioididong.com</a>	318
<a href="#">Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5</a>	46
<a href="#">Hỏi Đáp Luôn (công nghệ)</a>	35
<a href="#">Nokia Mobile</a>	30
<a href="#">Việt Hùng Phone</a>	27
<a href="#">Group Tinhte</a>	26
<a href="#">tinhte.vn</a>	20
<a href="#">winphoneviet.com</a>	15

# Top threads and Top sources by buzz volume of Nokia 8

## TOP THREADS BY BUZZ VOLUME

Rank	Top Thread	Source
1	<a href="#">Nokia 8 - Cấu hình chi tiết</a>	TGDĐ ecommerce site
2	<a href="#">#MWC18: Tất cả smartphone Nokia giờ đều chạy Android One</a>	Tinh Tế Forum
3	<a href="#">#MWC18: Bạn sẽ mua chiếc Nokia Android</a>	Tinh Tế Forum
4	<a href="#">Nokia 8 Chính hãng</a>	CellphoneS ecommerce site
5	<a href="#">Có bác nào dùng N8 mà khi vừa sạc vừa dùng mà cảm ứng hay bị loạn ko</a>	Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5,
6	<a href="#">*Có một điểm mình thật sự thất vọng vì con Nokia 8 này</a>	Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5,
7	<a href="#">#HOIDAP Mọi người cho tớ hỏi, ai dùng nokia8 gặp thường xuyên tình trạng vắng</a>	Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5,
8	<a href="#">em xài No8 có vài thắc mắc muốn được c ác bác giải đáp giúp</a>	Cộng đồng người dùng yêu thích Nokia
9	<a href="#">Các bác cho hỏi Nokia 8 màu gì đẹp nhất ak? Đang nghiêng về xanh bóng!</a>	Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5,
10	<a href="#">Xin các bạn cho đánh giá tổng quan về Nokia 8, mình định rước 1 em về</a>	Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5,

## TOP SOURCES BY BUZZ VOLUME

<a href="#">Hội yêu Nokia 8/8 Sirocco, Nokia 7/7plus, Nokia 6, 5, tinhhte.vn</a>	1394
<a href="#">theoioididong.com</a>	437
<a href="#">Cộng đồng người dùngn Nokia</a>	401
<a href="#">Hỏi Đáp Luôn (công nghệ)</a>	255
<a href="#">Group Tinhte</a>	252
<a href="#">cellphones.com.vn</a>	147
<a href="#">fptshop.com.vn</a>	102
<a href="#">vozforums.com</a>	73
<a href="#">FPT Shop (Fptshop.com.vn)</a>	66
	61



# Performance of Owned Fanpage

Name of fanpage	Type of posts	Posts	Avg. reactions/post	Avg. comments/post	Avg. shares/post	Estimated total interaction	No. of fan/follower	Conversion rate (Total interactions/followers)
<a href="#">Nokia Mobile</a>	Advertising post	2	300	20	10	660	3,700K	0.02%
	Minigame	-	-	-	-	-		-
<a href="#">Samsung</a>	Advertising post	10	6000	100	100	62K	117,000K	0.05%
	Minigame	-	-	-	-	-		-
<a href="#">Oppo Vietnam</a>	Advertising post	20	300	50	30	7.6K	1,600K	0.5%
	Minigame	-	-	-	-	-		-

***The above table provides basic ration in buzz volume and interaction. This information is for reference***



**Thank You**

**For Your Attendance**