

NOKIA

NOKIA - TET CAMPAIGN

Objectives

Campaign: Tet Campaign

Brand: NOKIA

Objectives: Measure the result of the impact on social media audiences in terms of generated conversations about Nokia Tet Campaign

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

Period: 15 Dec - 28 Feb 2018

Report focus:

- ❖ Buzz & Engagement Overview
- ❖ Sentiment Performance & User Feedback
- ❖ Performance by Media Platforms/Channels



Overview



GOOD POINTS



BIG LOVE FROM AUDIENCES
THANKS TO ITS GLORIOUS
PAST



POINTS THAT NEED TO FOCUS FOR IMPROVEMENT



MINIGAME WITH MODEST
LEVEL OF VIRALITY DUE TO
NOT REQUIRE LIKE AND
SHARE



NOT MANY CONTENT IN
PARTNERSHIP WITH DEALERS



BEING MODEST IN
OFFERING BIG PRIZES TO
THE VICTORS



HOT KOLs BUT MODEST
PERFORMANCE

SOCIAL VOICE PERFORMANCE

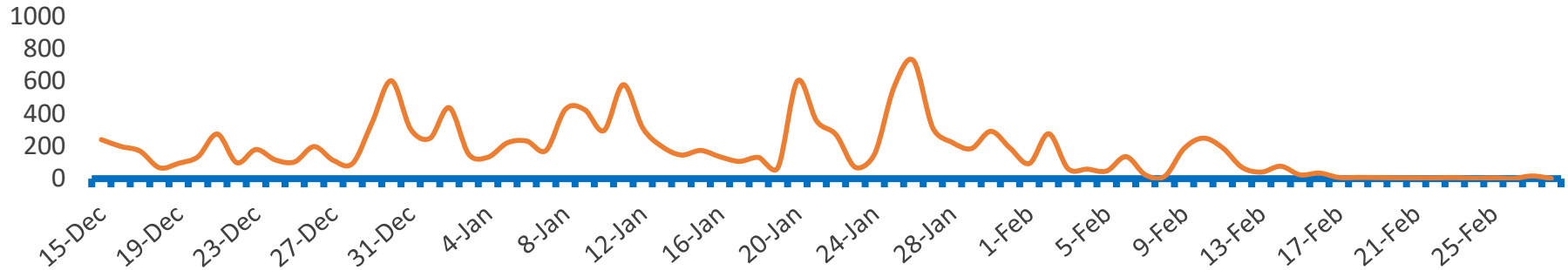
- ❖ BUZZ TRENDLINE
- ❖ TOTAL ENGAGEMENT/BUZZ VOLUME
- ❖ HIGHLIGHT ACTIVITIES
- ❖ SOCIAL MEDIA PLATFORMS, PAID - OWNED - EARNED MEDIA PERFORMANCE, TOP SOURCES OF DISCUSSIONS
- ❖ THEMES OF DISCUSSION

01

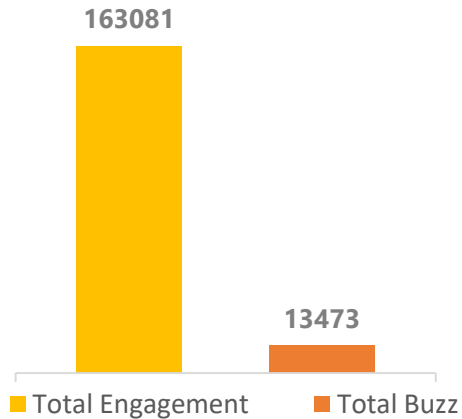
Overview campaign performance

15 Dec - 28 Feb

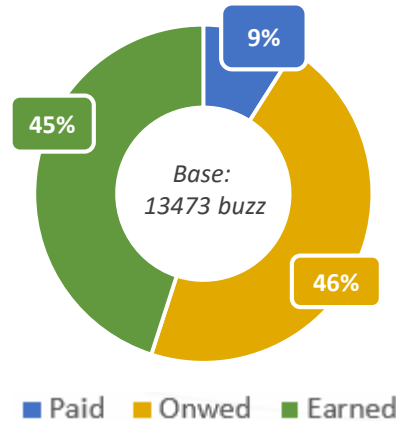
BUZZ TRENDLINE



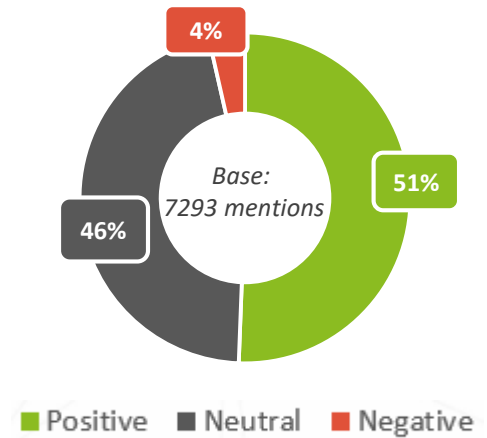
TOTAL BUZZ & ENGAGEMENT



PAID - OWNED - EARNED MEDIA



SENTIMENT PERFORMANCE



During the campaign, minigame and KOLs played the main role in generating social voice. Besides, another source of buzz were commercial posts from tech dealers

30 DEC



Minigame on owned fanpage ([link](#))

12 JAN



Advertising post
for the campaign
on owned fanpage
([link](#), [link](#), [link](#))



PR posts for the campaign from [Khởi My](#) and [Kelvin Khánh](#)

16 FEB



Minigame for Nokia
campaign on [HC
Homecenter](#)

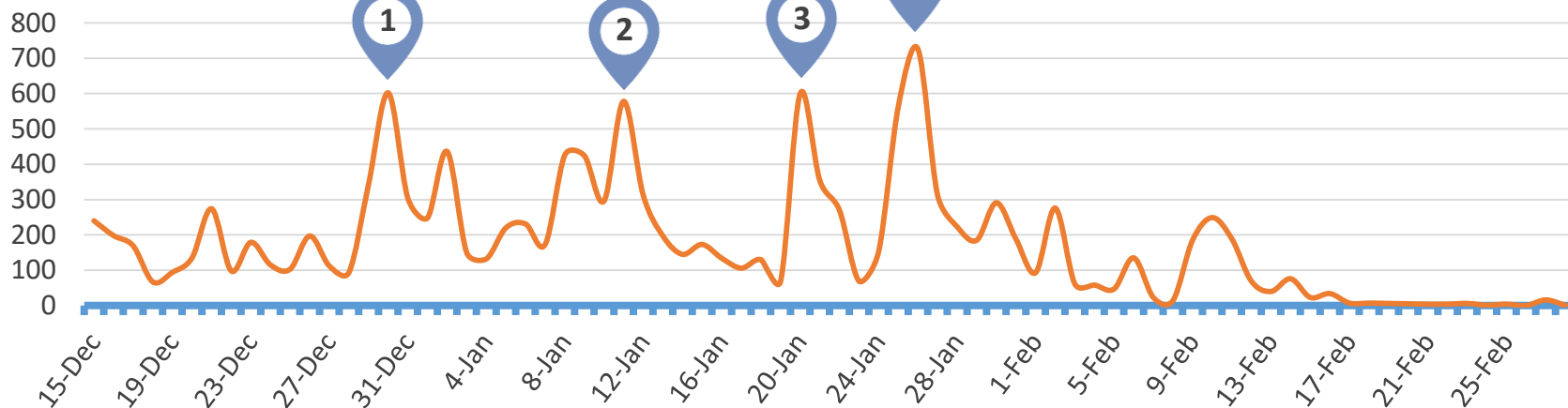


PR posts for the campaign from [Huy](#)
[Cung](#)

26 JAN



Minigame on owned
fanpage ([link](#), [link](#))

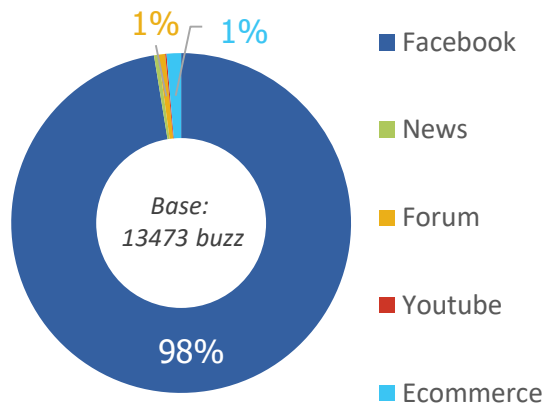


4

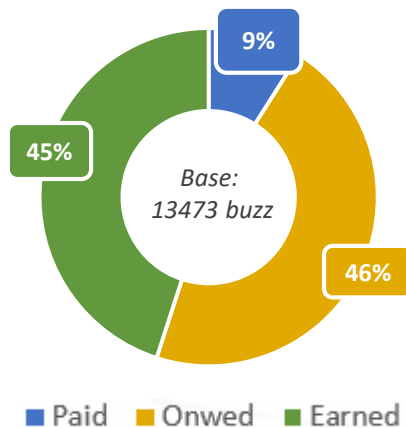
Owned media took 46% of total buzz with minigame activity, while most of discussions from Earned media were mostly gained from dealers. Regarding Paid Media, this was quite modest in terms of amplification

- In terms of social media platforms, **Facebook seems to be the one-and-only platform generating buzz for the campaign.** While that of others were insignificant.
- Owned media, which is owned fanpage, was the main source of discussions. Meanwhile, the performance of **Paid media was quite depressed due to the lack of call-to-action.**
- Top 10 sources were dominated by Owned and Paid media activities and the remaining belongs to dealers.

SOCIAL MEDIA PLATFORM



PAID - OWNED - EARNED MEDIA

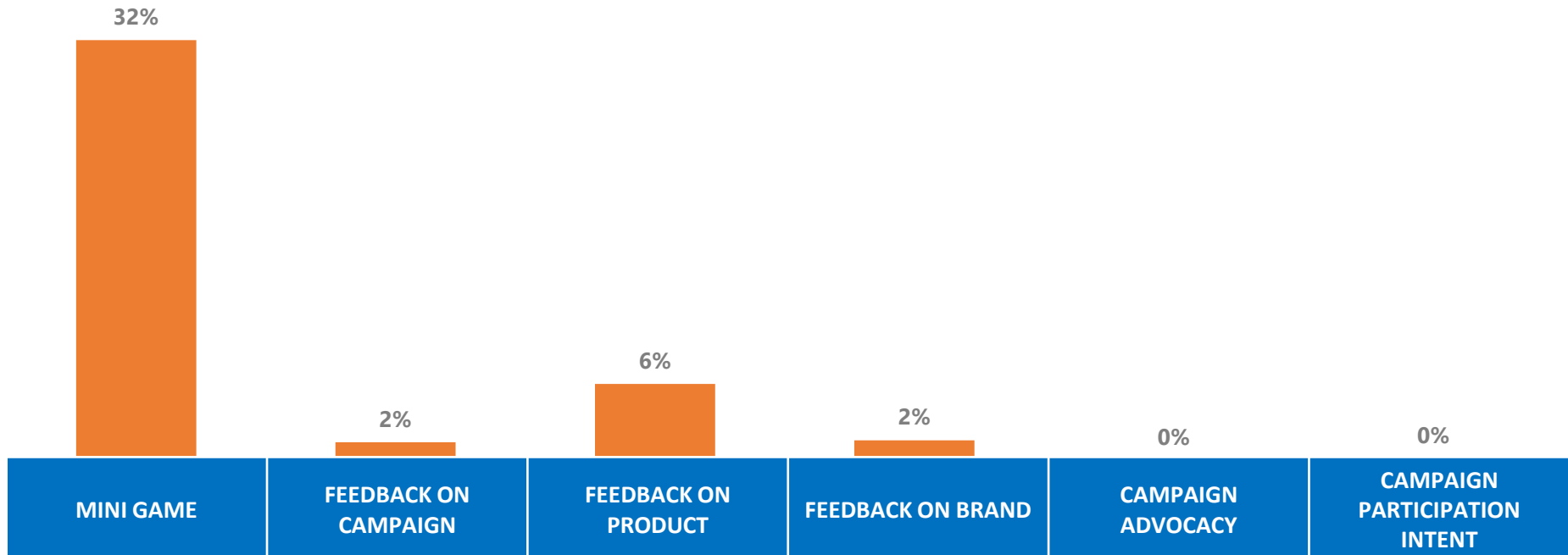


TOP SOURCES BY BUZZ

Nokia Mobile	6194
HC Homecenter	743
Huy Cung	244
Viễn Thông A	152
Trần Khởi My	137
Kelvin Khánh	130
FPT Shop (Fptshop.com.vn)	115
Hnammobile.com	94
thegioididong.com	93
tinhte.vn	88

During the campaign, minigame and product feedback were the most dominant theme of social media discussions

- Within the confines of the campaign, **minigame and product/brand feedback appeared to be the most discussed topics** while the number of **conversations talking directly about the campaign were really insignificant.**
- Besides, the campaign **did not gain much of user's participation intent or advocacy**, which means this campaign did not cmuch reason-to-believe



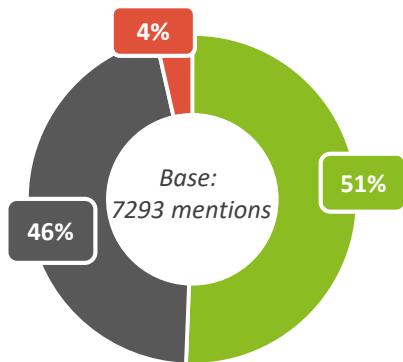
Base: 14473 mentions

CAMPAIGN SENTIMENT PERFORMANCE

- ❖ OVERALL SENTIMENT PERFORMANCE
- ❖ DEEP-DIVE INTO USER FEEDBACK
 - ❖ ABOUT CAMPAIGN
 - ❖ ABOUT PRODUCTS
 - ❖ ABOUT NOKIA BRAND

Overall Sentiment Performance

SENTIMENT PERFORMANCE



■ Positive ■ Neutral ■ Negative

Sentiment
Index*

0.86



SENTIMENT PERFORMANCE

Despite the modest level of virality, the campaign managed to attain a healthy sentiment performance with 0.86 point of sentiment index.



POSITIVE DRIVERS

- ✓ User's share from advertising posts for Nokia's campaign
- ✓ Overall good appraisals of Nokia brand and Nokia 6
- ✓ Purchase intention for Nokia smartphones
- ✓ High appreciation for the valuable and desirable prizes



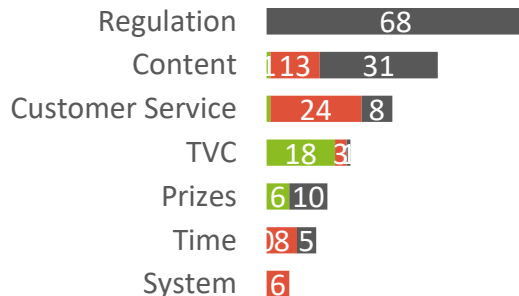
NEGATIVE MENTION

- ✗ User's overall dissatisfaction at today's Nokia
- ✗ User's complaints about Nokia products, most for Nokia 3 and Nokia 5
- ✗ Some mentions stated that the promotion program "Bắt lộc thả ga" of Nokia was just an inferior cheat
- ✗ Tardiness in offering prizes to the victors appeared to be the downside of the campaign (only one mention)

Note: Sentiment ratio base on number of mentions which exclude unrated mentions
Sentiment index = (positive index – negative index)/(positive index + negative index)

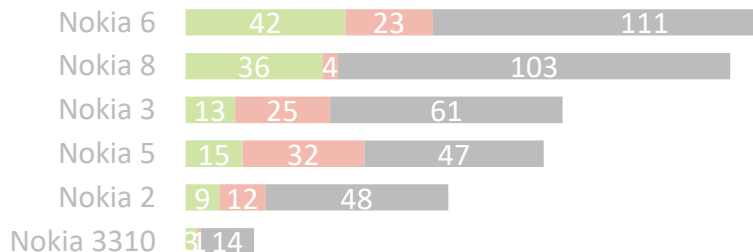
User Feedback on Campaign

CAMPAIGN



User's inquiries on the terms and conditions to join in the campaign

PRODUCT



BRAND



FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- [TVC] Users showed their interest in Nokia viral clip

Verbatim: *Agency nào làm cái nì cứng quá dzị anh ơi* - [Link](#)

Verbatim: Camellia Nao *quảng cáo hay* - [Link](#)

- [Prize] High appreciation for valuable prizes

Verbatim: *Quà tết của nokia lớn quá* - [Link](#)

Verbatim: *phần thưởng lớn quá* - [Link](#)

FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- [Customer Service] Tardiness in awarding prizes to the victors

Verbatim: *Trúng thưởng mà ko thấy nokia liên hệ* - [Link](#)

Verbatim: *báo giao trúng thưởng 3_5 ngày mà không thấy đầu* - [Link](#)

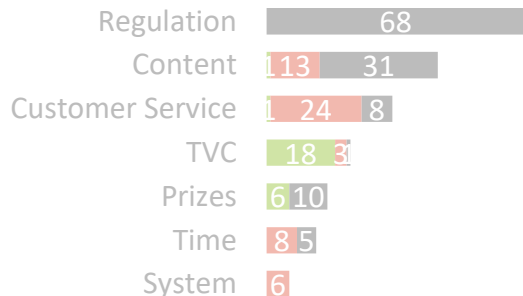
- [Content] User's doubt about Nokia campaign

Verbatim: *Quà tặng 66 tỷ đồng nhưng 66 tỷ năm sau mới có người trúng* - [Link](#)

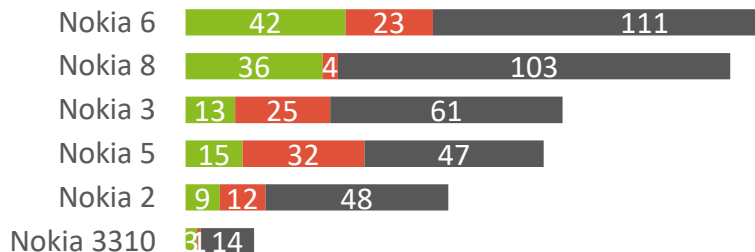
Verbatim: *Chắc qc lừa* - [Link](#)

User Feedback on Products

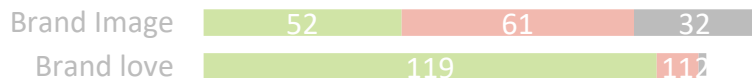
CAMPAIGN



PRODUCT



BRAND



FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- [Nokia 6] User's overall compliments on Nokia 6 and Nokia 8

Verbatim: *Mình cũng dùng Nokia 6 thấy rất ok luôn* - [Link](#)

Verbatim: *Mình đang sài nokia 6 đây... Rất tốt* - [Link](#)

Verbatim: *Nokia 8 chất* - [Link](#)

Verbatim: *hihi, tôi đã mua Nokia 8, dùng oki* - [Link](#)

FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- [Nokia 3 - Nokia 5] Reports for the technical bugs on Nokia 3 and Nokia 5

Verbatim: *Mua nokia 5 tự nhiên chết camera trước, bây giờ vào ứng dụng thường xuyên bị đơ* - [Link](#)

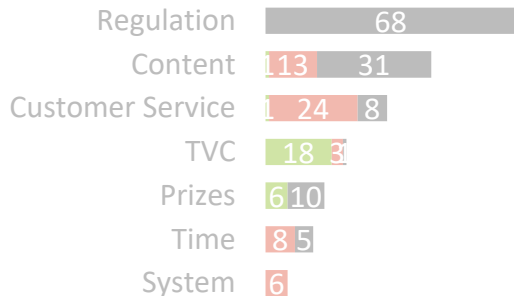
Verbatim: *Mình mới mua nokia 5 sao lưu danh bạ trên google ko lưu vào thẻ sim vậy* - [Link](#)

Verbatim: *Nokia 3 bị lỗi chạm trên màn hình vãi* - [Link](#)

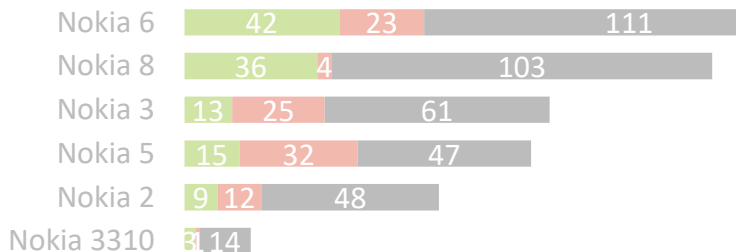
Verbatim: *Nokia 3 cắm sạc vào thỉnh thoảng lại tự sập nguồn* - [Link](#)

User Feedback on Nokia Brand

CAMPAIGN



PRODUCT



BRAND



FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Brand Love]** User's love for Nokia brand

Verbatim: *thích nokia nhất* - [Link](#)

Verbatim: *Tôi chỉ yêu Nokia, vừa bền vừa đẹp* - [Link](#)

- **[Brand Image]** User's appreciation for the top-notch quality of Nokia phone

Verbatim: *Nokia xài bền lắm* - [Link](#)

Verbatim: *Sai nokia thì tốt rồi* - [Link](#)

FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Brand Image]** User's disappointment at today's Nokia because of its recent numerous technical glitches

Verbatim: *Nokia bây giờ rất cùi. Không còn như Nokia của ngày xưa nữa.* - [Link](#)

Verbatim: *Nokia bây giờ sao camera chụp mờ thế nhỉ..thua máy tàu* - [Link](#)

- **[Brand Love]** Users lost their trust in Nokia

Verbatim: *Từng đam mê nokia nhưng giờ mất niềm tin trầm trọng giờ không tin nokia nữa* - [Link](#)

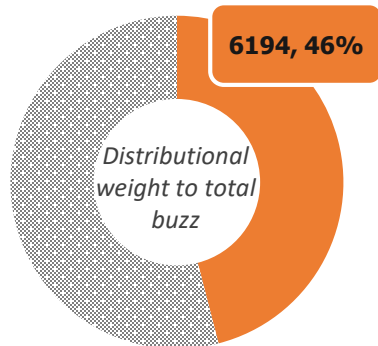
Verbatim: *Mất niềm tin khi lúc trước mua lumia 730* - [Link](#)

SOCIAL PERFORMANCE BY MEDIA PLATFORMS

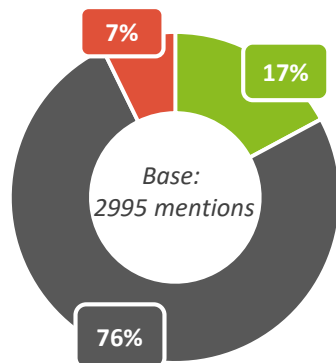
- ❖ OFFICIAL FANPAGE
- ❖ PAID MEDIA
- ❖ COMMERCIAL ACTIVITIES FROM DEALERS

Performance of Official Fanpage

SOCIAL VOICE PERFORMANCE



SENTIMENT PERFORMANCE



■ Positive ■ Neutral ■ Negative

Sentiment
Index*

0.40



FOCUS ON OFFICIAL FANPAGE - OWNED MEDIA

BUZZ CONTRIBUTORS

Official fanpage contributed 48% of total discussions to the buzz volume. Most of which mainly came from:

- Advertising posts for campaign ([link](#), [link](#), [link](#), [link](#), [link](#), [link](#))
- Minigame ([link](#), [link](#), [link](#))

SENTIMENT PERFORMANCE

The sentiment performance on owned media was very unhealthy with the sentiment index was lower than the 0.6 baseline.

POSITIVE DRIVERS

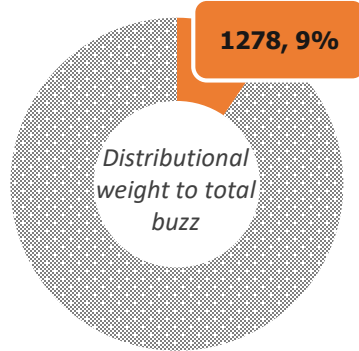
- Overall compliments on Nokia brand as a trustworthy brand with beautiful nostalgia
- Good feedbacks on Nokia smartphones, especially for Nokia 8
- Purchase intention for Nokia 6 (2018) and Nokia 7

NEGATIVE DRIVERS

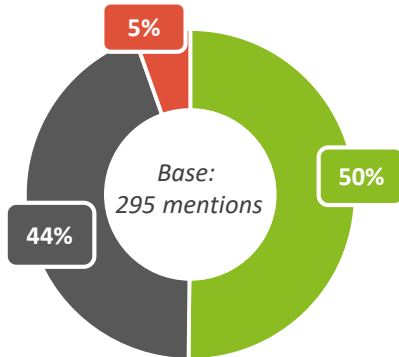
- User's overall dissatisfaction at today's Nokia
- User's complaints about Nokia products, most for Nokia 3 and Nokia 5

Performance of Paid Media

SOCIAL VOICE PERFORMANCE



SENTIMENT PERFORMANCE



■ Positive ■ Neutral ■ Negative

Sentiment Index*

0.80



FOCUS ON KOLs - PAID MEDIA

BUZZ CONTRIBUTORS

KOLs contributed 9% of total discussions to the buzz volume. Most of which mainly came from:

- PR articles from KOLs ([link](#), [link](#), [link](#), [link](#), [link](#))
- PR articles from hot social pages ([link](#), [link](#), [link](#), [link](#), [link](#))

SENTIMENT PERFORMANCE

The sentiment performance on earned media was outstandingly healthy with the significantly high level of positive ratio. The negative mentions were insignificant, and nothing of big concern.

POSITIVE DRIVERS

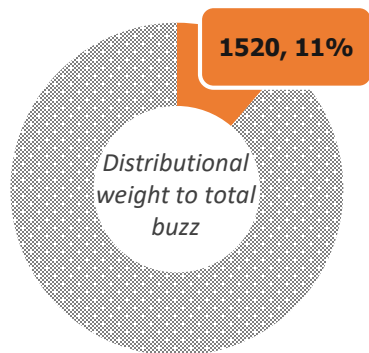
- Good feedbacks on the campaign with valuable prizes
- Good feedbacks on Nokia brand as well as its smartphones
- Purchase intention
- User's recall the glorious stage of Nokia in the past

NEGATIVE DRIVERS

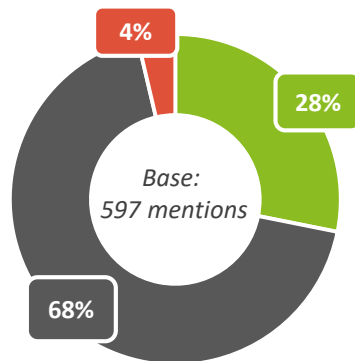
- User's overall dissatisfaction at today's Nokia with the thought that it would be very hard for Nokia to get back to its heyday
- Few mentions complained about the technical issues on Nokia-branded handphones

Performance of Commercial Activities of Dealers

SOCIAL VOICE PERFORMANCE



SENTIMENT PERFORMANCE



■ Positive ■ Neutral ■ Negative

Sentiment
Index*

0.76



FOCUS ON COMMERCIAL ACTIVITIES OF DEALERS

BUZZ CONTRIBUTORS

Commercial activities from dealers contributed 4% of total discussions to the buzz volume. Most of which mainly came from:

- Commercial posts for Nokia smartphones and campaign from [TGDĐ](#), [FPTShop](#)...
- Minigame on [HC Homecenter](#)

SENTIMENT PERFORMANCE

The sentiment performance gained from dealers was extremely good

POSITIVE DRIVERS

- Commercial posts for Nokia smartphones and campaign
- Purchase intention

NEGATIVE DRIVERS

- No significant discussion