



# **SOCIAL LISTENING MONTHLY REPORT**



**NOKIA**

## **NOKIA PRODUCT TRACKING**

**NOKIA 2, 3, 8**

01 January - 31 January

# 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:** 01 January - 31 January

**Report focus:**

- ❖ Buzz Volume & Engagement of Nokia Brand/Product (In comparison month by month)
- ❖ 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 month by month)
  - ❖ Engagement of each product (In comparison month by month)
  - ❖ 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**

# **SOCIAL INSIGHT & RECOMMENDATION**



**RESEARCH & SOLUTIONS**

Apparently, Nokia must need more effort to come up to audience's expectation in return for their love for Nokia. Audiences still were in favor of Nokia brand as what it was in the past, not for what it is today



#### GOOD POINTS

- Interesting viral clip.
- Hot promotion programs including “Bắt Lộc Nokia” campaign and discount program.
- Audience’s big love, trust and advocacy for Nokia brand.
- Using hot Youtubers with funny and interactive content to approach mass audiences for virality.



#### POINTS THAT NEED TO IMPROVE

- Minigames did not set like and share post as participation requirement, which led to low level of virality of these minigames.
- Communication content from KOL/influencer was standardized, not customized, which turned out to be a key barrier of user’s engagement.
- Seeding scenario should focus on detailed special features of a particular smartphone rather than overall compliments such as “good”, “OK” in order to earn a better reason-to-believe. Currently, seeding is still too conspicuous to many audiences.
- Smartphone users care much about their usage experience on the phone. Therefore, besides focusing too much on technical specs, marketing content should indicate how the phone would satisfy their demanding requirements.



**SOCIAL LISTENING**

# **EXECUTIVE SUMMARY**

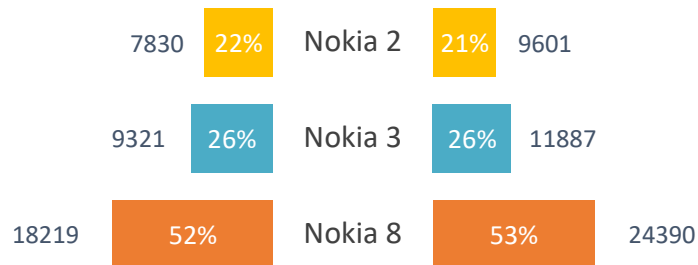


**RESEARCH & SOLUTIONS**

# Executive Summary



## OVERALL BRAND BUZZ

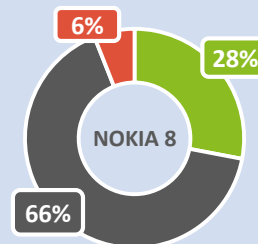
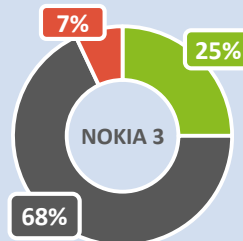
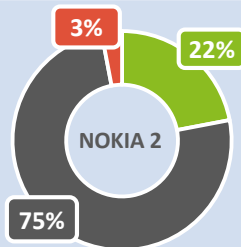
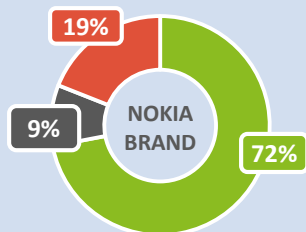


Exclude minigame (N = 35370) ← → Include minigame (N = 45878)



## SENTIMENT PERFORMANCE

Color code: ■ Positive ■ Negative ■ Neutral



✓ User's trust for Nokia brand as well as their good feedbacks on the campaign and viral clip.

✗ User's disappointment at today's Nokia with the thought that Nokia is now at the same level of Chinese smartphones.

✓ User's compliments on the long-lasting battery lifetime with good price.

✗ User's reports for the low-end technical specs compared to Xiaomi Redmi 5A.

✓ Users praised for the phone its lengthy battery life as well as decent camera and fingerprint scanner.

✗ User's reports for the multi-touch issue, unexpected shutdown and inability to be fully charged.

✓ User's compliments on the smooth processing and camera performance and discount program.

✗ User's complaints about the mediocre camera performance and out-of-date external design.



## WHAT MAKE UP BUZZ

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

- **Advertising posts** on owned fanpage ([link](#), [link](#)) and **PR posts** from KOLs ([Huy Cung](#), [Trần Khởi My](#), [Kelvin Khánh](#)) for the "Bắt lịch Nokia" campaign.
- **User's discussions** under the **official commercial pages** from **retailers** such as Thế Giới Di Động.
- **User's discussions** on **Group Tình Tế** and **Nokia user communities**.

**Nokia 8** in particular also gained high level of user's discussions under the **videos from Oops Banana** ([link](#), [link](#)) and **MISTHY TV** advertising for the **Bothie mode**.



# 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



During January, the most engaging activities that boosted buzz for Nokia smartphones were sponsored videos/articles from KOL/influencer. Youtube video content seemed to be interesting to audiences with significant level of discussion

1

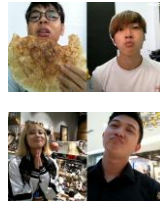
NOKIA 8



- Speedtest between Nokia 8 and Galaxy Note FE ([link](#))
- User's post raising consideration in choosing whether Nokia 8 and other smartphones ([link](#))

2

NOKIA 8



- Videos from [Oops Banana](#) & [MISTHY TV](#) advertising for the Bothie mode on Nokia 8

3

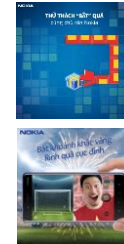
NOKIA 8



- Escape Room Challenge from hot streamer [Oops Banana](#) advertising for Bothie Mode
- Live-stream using Bothie from hot streamer [MISTHY TV](#)

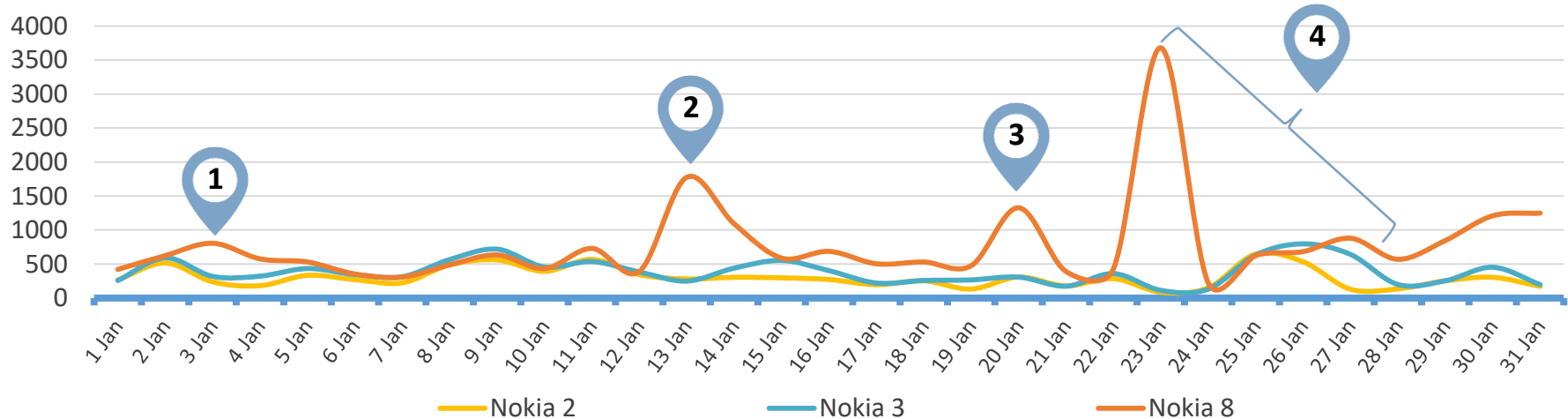
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NOKIA 2 - NOKIA 3 - NOKIA 8



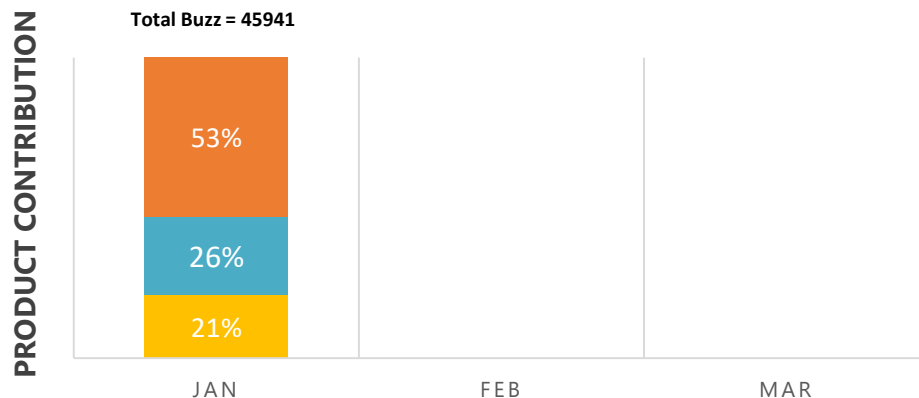
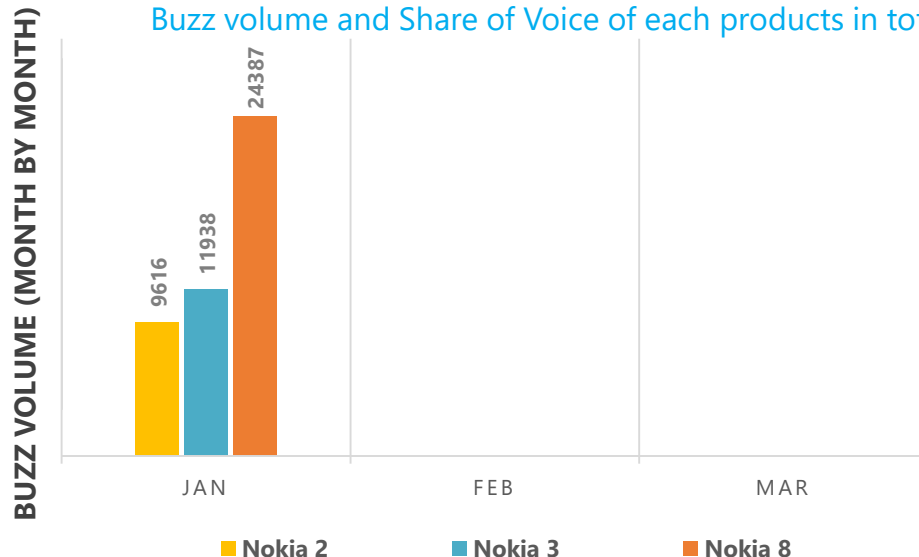
- Minigame advertising for Nokia campaign on owned fanpage ([link](#), [link](#))
- Minigame for Nokia 8 from [FPTShop](#) dealer

MENTION TRENDLINE DAY BY DAY OF EACH PRODUCTS

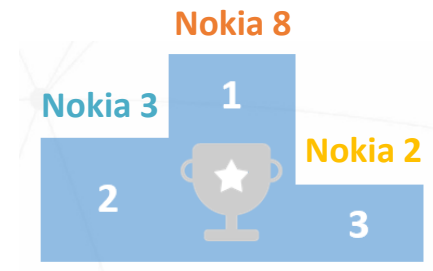


# Buzz volume of Nokia 2-3-8 in January just turned around 400-500 mentions daily, which was quite modest in handphone category

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



## BUZZ RANKING



## BUZZ CONTRIBUTORS

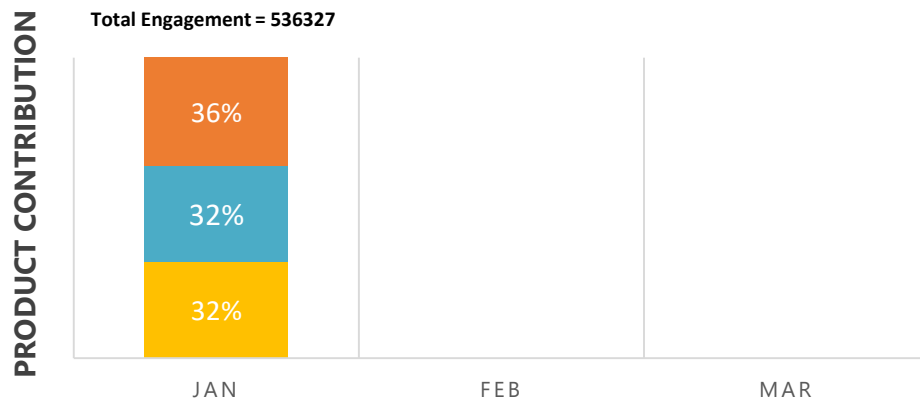
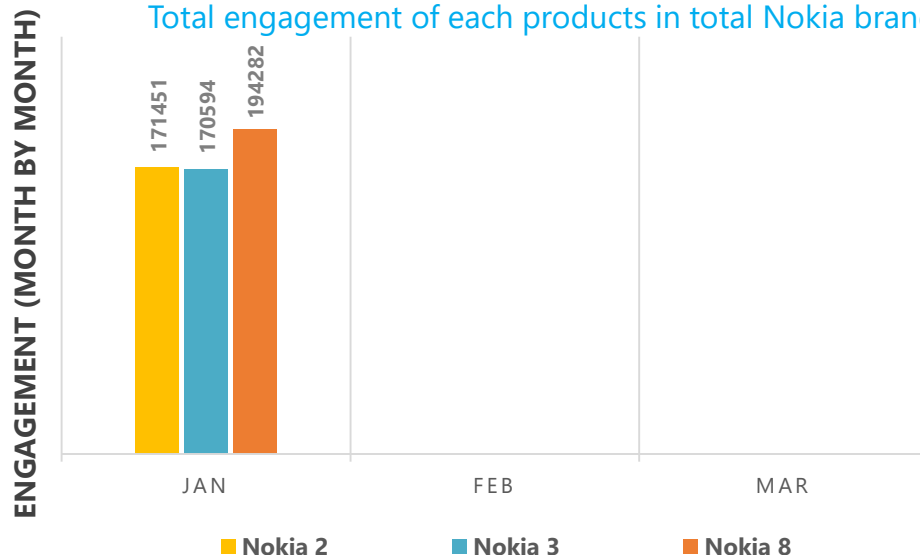
Buzz volume of Nokia 2, 3, 8 was mainly made from:

- **Advertising posts** on owned fanpage ([link](#), [link](#)) and **PR posts** from KOLs ([Huy Cung](#), [Trần Khởi My](#), [Kelvin Khánh](#)) for the “Bắt lặc Nokia” campaign.
- **User’s discussions under the official commercial pages from retailers** such as Thế Giới Di Động.
- **User’s discussions on Group Tinh Tế and Nokia user communities** - Cộng đồng người dùng yêu thích Nokia Thế giới di động and Hội người dùng Nokia Việt Nam.

**Nokia 8** in particular also gained high level of user’s discussions under the **videos from Oops Banana** ([link](#), [link](#)) and [MISTHY TV](#) advertising for the Bothie mode.

# In January, owned fanpage, KOL/influencer and minigame were the main sources of user's engagement

Total engagement of each products in total Nokia brand



## ENGAGEMENT RANKING



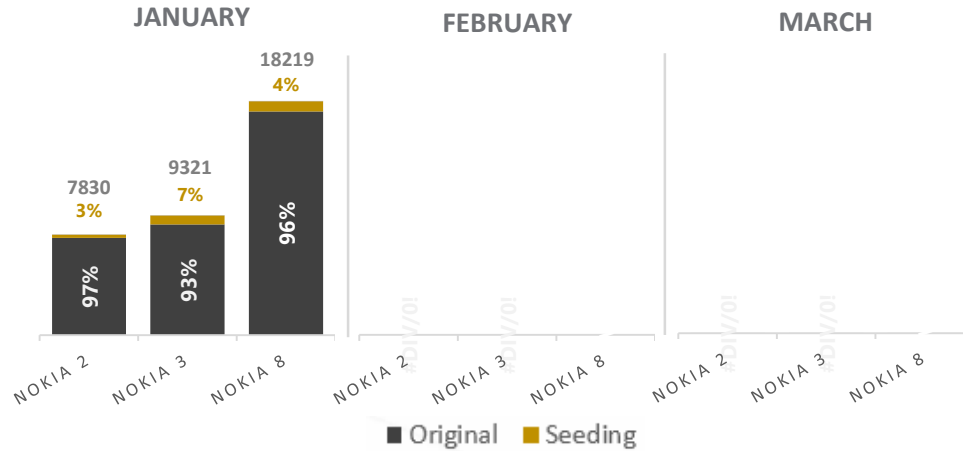
## MOST ENGAGING ACTIVITIES

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

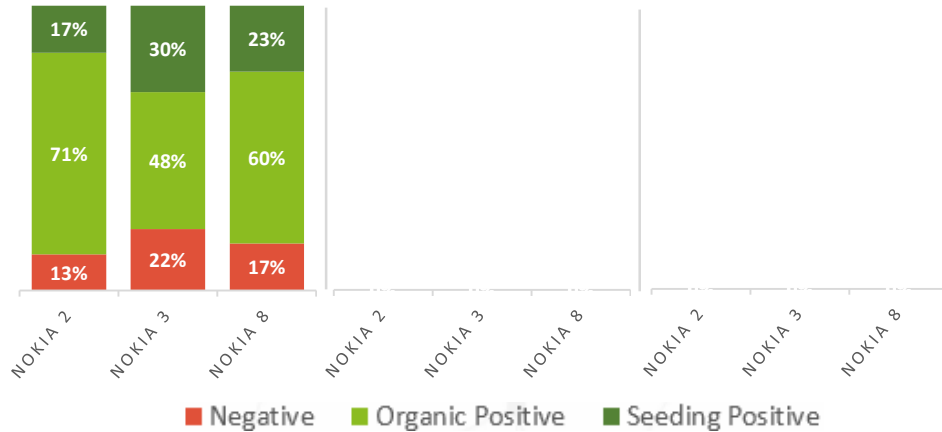
- **Advertising posts** on owned fanpage ([link](#), [link](#), [link](#))
- **PR posts from KOLs** ([Trần Khởi My](#), [Kelvin Khánh](#)), **hot social page** ([Bà Già Kêu Ca](#), [Meomunden's sweet home](#), [Truyện Tranh Hay Nhức Nhối](#), [Lat](#), [Thích Ăn Phở...](#)) and **influencers** ([Diễm My](#), [Nguyễn Ngọc Thạch](#), [Huy Cung](#), [Thu Trang...](#))
- **Minigame** from owned fanpage ([link](#)) and dealers ([link](#))

**Nokia 8** in particular also gained high level of user's engagement under the **videos from Oops Banana** ([link](#), [link](#)) and [MISTHY TV](#) advertising for the Bothie mode.

# Seeding effort had achieved its effectiveness. However, without seeding, the pure sentiment performance of these devices was in warning condition



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



(Data was calculated based on sentiment)



## SEEDING CONTRIBUTION

This month, Nokia 3 was the device that gained most seeding effort since this phone was most complained by social media audiences among Nokia smartphones.

In terms of sentiment redemption, all three products **attained healthy condition thanks to seeding effort**. Or else, it would be a totally different story for Nokia 3.

There are some highlights in this month:

- Nokia 2:** The appearance of Redmi 5/5A and cross comparison with these two were the key barriers of Nokia 2 in its segment.
- Nokia 3:** Social voice about Nokia 3 were almost user's reports and complaints.
- Nokia 8:** Flash sale without clear concept would make audiences doubt about this promotion

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

# 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

Nokia Mobile

24%

thegoididong.com

24%

Group Tinhte

20%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

18%

Hỏi Đáp Luôn (công nghệ)

14%

Base: 281 mentions

## NOKIA 3

Hội Người Dùng Nokia Việt Nam

23%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

23%

Hỏi Đáp Luôn (công nghệ)

22%

thegoididong.com

20%

Nokia Mobile

13%

Base: 526 mentions

## NOKIA 8

Hội yêu Nokia 8 - Nokia 6 -  
Nokia 5 - Nokia 3 - Nokia 3110-  
Nokia HMD Global

25%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

25%

Group Tinhte

21%

Hỏi Đáp Luôn (công nghệ)

17%

Hội Người Dùng Nokia Việt Nam

11%

Base: 802 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

thegoididong.com

48%

Tủ truyện gối đầu giường

19%

Cộng đồng Android trên Facebook

12%

Nokia Mobile

11%

Hỏi Đáp Luôn (công nghệ)

9%

Base: 97 mentions

## NOKIA 3

thegoididong.com

39%

Hội Người Dùng Nokia Việt Nam

21%

Hỏi Đáp Luôn (công nghệ)

18%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

15%

vozforums.com

8%

Base: 283 mentions

## NOKIA 8

tinhte.vn

28%

Group Tinhte

27%

Hội yêu Nokia 8 - Nokia 6 - Nokia 5 - Nokia 3 - Nokia 3110- Nokia HMD Global

21%

Cộng đồng người dùng yêu thích Nokia Thế giới di động

16%

Tinh tế Fanpage

7%

Base: 255 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

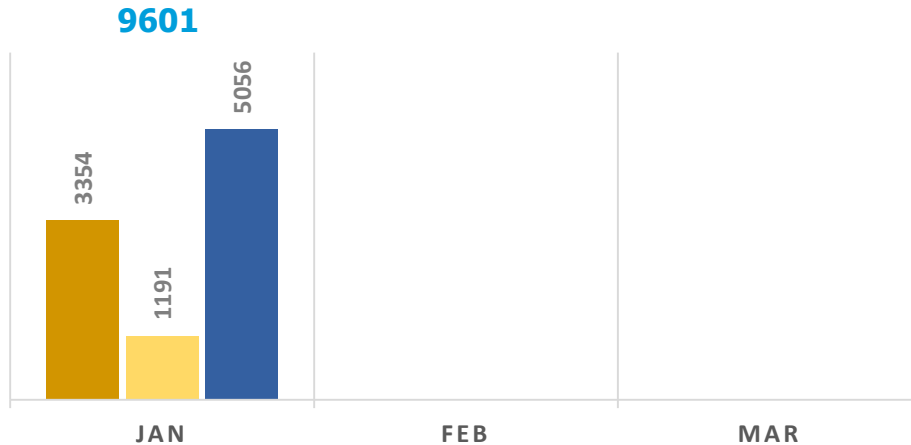
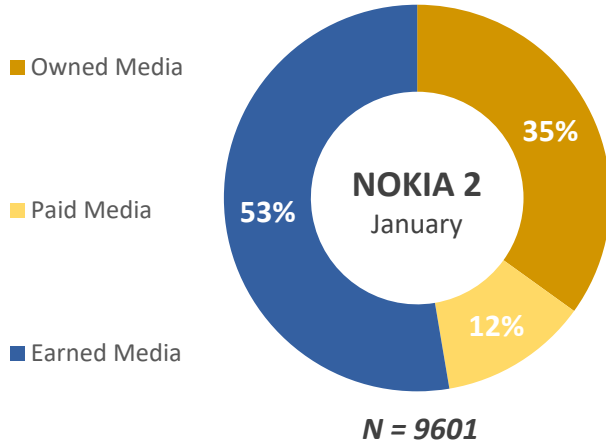
# NOKIA 2

Live more between charges



45% of the discussion about Nokia 2 came from Owned Media and Paid Media with the campaign “Bat Loc Nokia” was the main theme of discussion

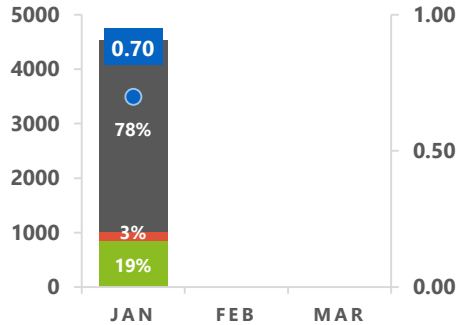
#### BUZZ CONTRIBUTORS



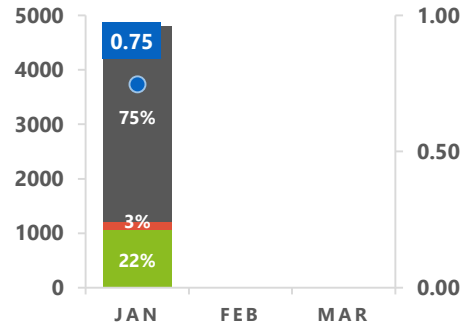
- **Owned media:** Advertising posts ([link](#), [link](#), [link](#)) and minigame ([link](#), [link](#)) on owned fanpage
- **Paid media:** PR posts from KOLs like [Huy Cung](#), [Trần Khởi My](#), [Kelvin Khanh](#)... and hot pages like [Meomunden's sweet home](#), [Truyện Tranh Hay Nhức Nhối](#), [Tuyệt Bích Collection](#) for Nokia campaign
- **Earned media:** Official commercial pages for Nokia 2 from dealers ([link](#), [link](#)), user's conversations from Nokia user communities ([link](#), [link](#), [link](#))

# Nokia 2 was healthy in terms of sentiment performance both on owned and out-of-owned media

SENTIMENT PERFORMANCE OF NOKIA 2 (EXCLUDED SEEDING)

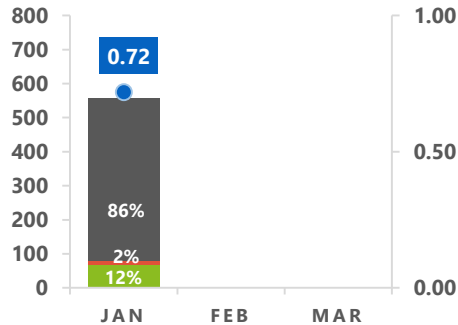


SENTIMENT PERFORMANCE OF NOKIA 2 (INCLUDED SEEDING)

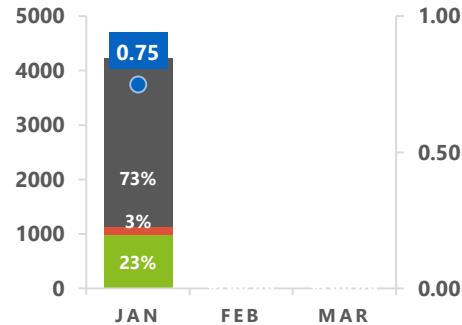


■ Positive ■ Neutral ■ Negative

SENTIMENT PERFORMANCE OF NOKIA 2 ON OWNED MEDIA



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



## SENTIMENT PERFORMANCE

In January, Nokia 2 gained a **healthy sentiment performance** with the sentiment index was higher than 0.6. Sentiment performance of Nokia 2 on **owned and out-of-owned media** was also in **good condition**.



## POSITIVE DRIVERS

- ✓ Articles about the promotion program “Bắt lộc Nokia”
- ✓ Long-lasting battery
- ✓ Decent camera performance
- ✓ Good price



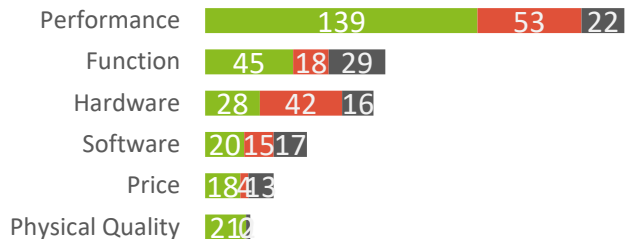
## NEGATIVE DRIVERS

- ✗ Low-end chipset and RAM, which resulted in the irritatingly sluggish processing performance
- ✗ Worse evaluation of all aspects in comparison with Redmi 5A besides the brand Nokia
- ✗ Overheating status

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



### JANUARY

#### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

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

Verbatim: ...*pin trâu nên khoái.* .... - [Link](#)

Verbatim: *No2 dùng ok bạn ơi, pin trâu luôn* - [Link](#)

- **[Function]** Good wifi signal on the phone

Verbatim: *Khả năng bắt sóng thì trâu bỏ màn hình nét* - [Link](#)

Verbatim: *M thích No hơn, vì No pin cực trâu, bắt wifi nhanh* - [Link](#)

- **[Physical Quality]** High level of durability

Verbatim: *Cố thêm mua nokia2 cho bền bác ạ.* - [Link](#)

Verbatim: *Nokia là siêu bền luôn.* - [Link](#)

#### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Hardware - Performance]** Bad gaming experience due to the low-end chipset Snapdragon 212 and 1G of RAM

Verbatim: *Nokia 2 tuổi gì với mi 5a bạn, thua 5a cả cấu hình và giá chưa kể Mi còn có cả một cộng đồng hỗ trợ nữa.* - [Link](#)

Verbatim: *Nokia nào giá dưới 2tr đâu có nokia 2 giá 2tr4 mà con chip snap 212 ram 1gb xài giết ban nóc.* - [Link](#)

Verbatim: *ram 1G đéo muốn chơi dc 1 lúc tràn ram lag tung chảo.* - [Link](#)

- **[Function]** Poor wifi/cellular signal

Verbatim: *Có ai dùng Nokia 2 mà thấy bắt sóng di động quá yếu* - [Link](#)

Verbatim: *máy hay tắt wifi, khi nào vào kết nối lại thì có,.* - [Link](#)

SOCIAL LISTENING

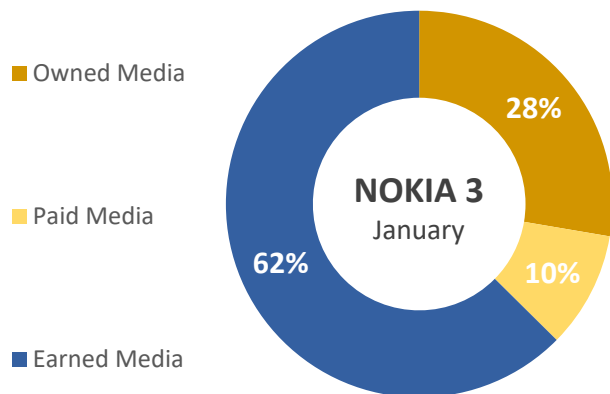
# NOKIA 3

Beautiful simplicity



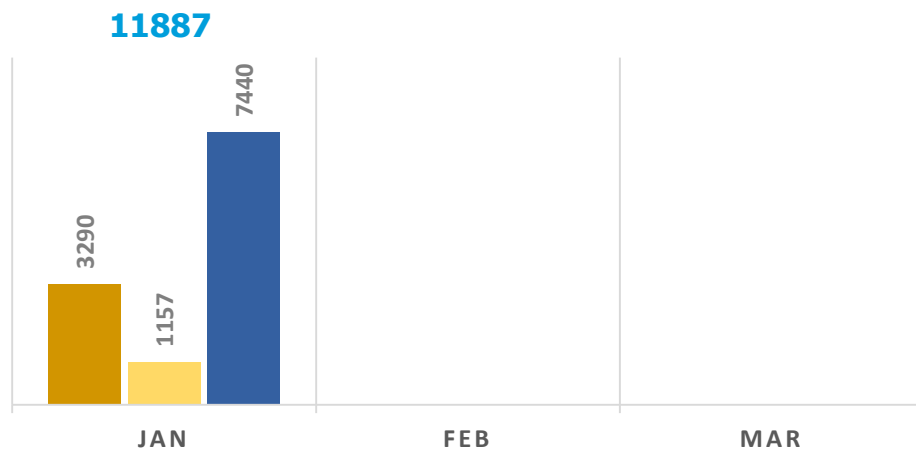
Nearly 40% of the discussion about Nokia 3 came from Owned Media and Paid Media, while the rest were mainly user's discussions came from dealers and tech communities

#### BUZZ CONTRIBUTORS



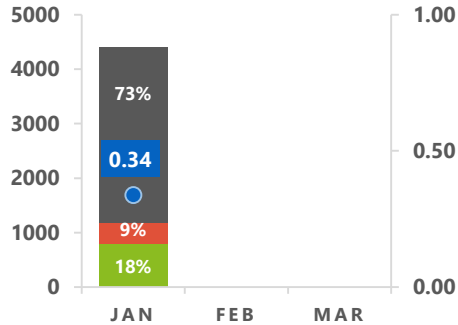
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- **Owned media:** Advertising posts ([link](#), [link](#), [link](#)) and minigame ([link](#), [link](#)) on owned fanpage
- **Paid media:** PR posts from KOLs like [Huy Cung](#), [Trần Khởi My](#), [Kelvin Khanh](#)... and hot pages like [Meomunden's sweet home](#), [Truyện Tranh Hay Nhức Nhối](#), [Tuyệt Bích Collection](#) for Nokia campaign
- **Earned media:** Official commercial pages for Nokia 3 from dealers ([link](#)), user's conversation from Nokia user communities ([link](#), [link](#), [link](#))

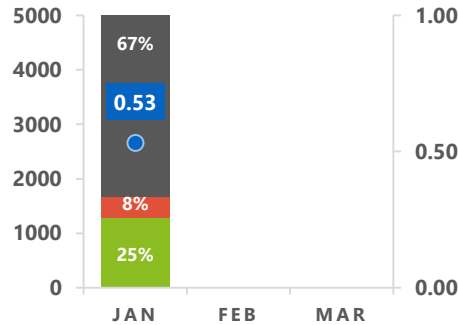


# The pure performance of Nokia 3 was really bad since the phone was most reported on social media for its numerous technical issues

SENTIMENT PERFORMANCE OF NOKIA 3 (EXCLUDED SEEDING)

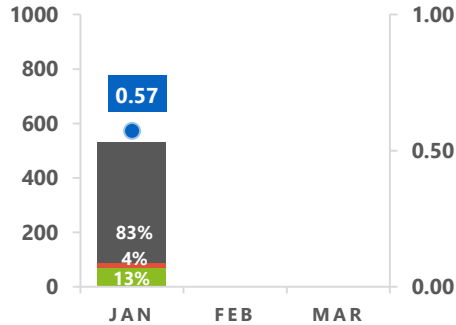


SENTIMENT PERFORMANCE OF NOKIA 3 (INCLUDED SEEDING)

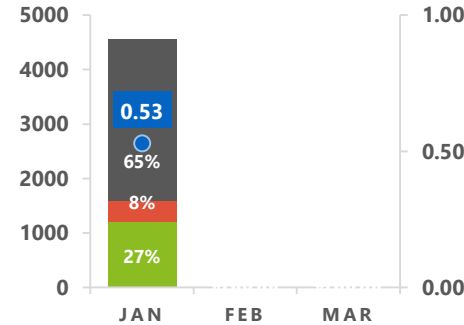


■ Positive ■ Neutral ■ Negative

SENTIMENT PERFORMANCE OF NOKIA 3 ON OWNED MEDIA



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



## SENTIMENT PERFORMANCE

This month, the sentiment performance of Nokia 3 was **really bad but seeding had greatly redeemed the situation**. However, seeding effort seems not be sufficient to place a significant impact on social media perception towards Nokia 3 since the sentiment index still stayed in the healthy zone (below 0.6). **The main sources of negative mentions** were Thế Giới Di Động ecommerce site and Nokia user communities.



## POSITIVE DRIVERS

- ✓ Articles about the promotion program “Bắt lộc Nokia”
- ✓ Lengthy battery life
- ✓ Good feedbacks on camera and fingerprint scanner
- ✓ User’s purchase intention



## NEGATIVE DRIVERS

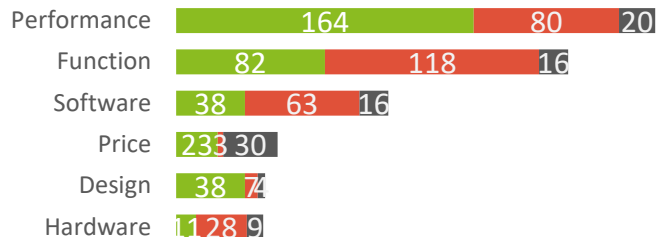
- ✗ Unexpected shutdown and inability to be fully charged
- ✗ Extremely poor gaming/processing performance
- ✗ Unresponsive screen and dissatisfied multi-touch experience
- ✗ Underrated MediaTek chipset

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



### JANUARY

#### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Performance]** Lengthy battery lifetime

Verbatim: Sao m k hề bị gì nhĩ, mà *pin trâu bất ngờ luôn*. No3 - [Link](#)

Verbatim: Thấy ng già hay thích *pin bền, mua No3 ợ!* :) - [Link](#)

- **[Design]** Overall good appraisals for external design

Verbatim: Em đang dùng N3 nè bác, *máy dùng khá đẹp* và ổn - [Link](#)

Verbatim: *Nhìn đẹp quá đi bác à* - [Link](#)

- **[Price]** Good price

Verbatim: *Nokia3 tốt và rẻ*. - [Link](#)

Verbatim: *nghe nói No3 giá cũng hợp lý!* - [Link](#)

#### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Function]** Multi-touch issue

Verbatim: *Điều khiển vuốt xuống khó lắm a ơ* - [Link](#)

Verbatim: *Đa điểm no3 tệ* - [Link](#)

- **[Software]** Unexpected shutdown issue

Verbatim: *vài lần khi cắm sạc thì Nokia 3 bị sập nguồn vậy?* - [Link](#)

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

- **[Performance]** Bad gaming experience

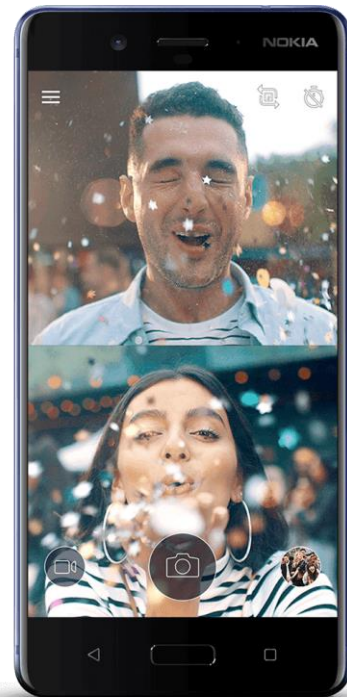
Verbatim: *Zô chậm hơn người ta*. - [Link](#)

Verbatim: *no3 liên quân chậm vãi tụi nó vào nửa phút rồi mình mới vào, còn mấy game bắn súng là chịu luôn* - [Link](#)

SOCIAL LISTENING

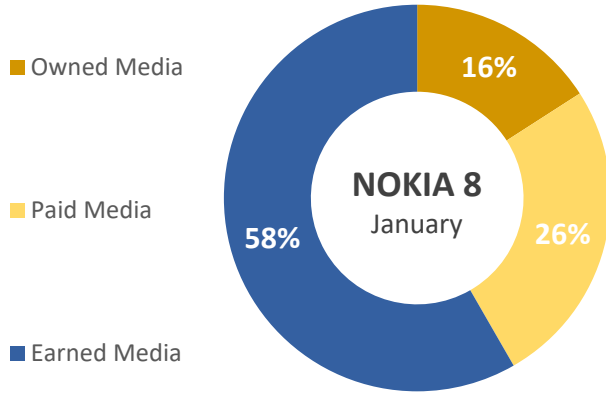
# NOKIA 8

Share both sides of the story

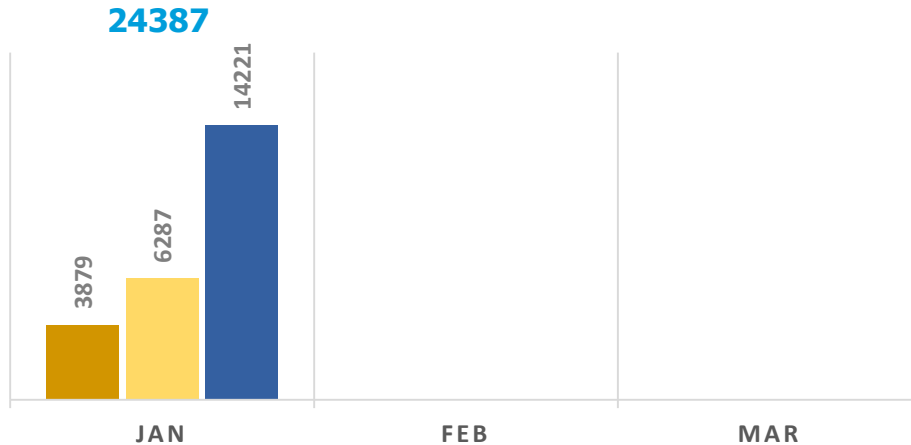


# The campaign “Bat Loc Nokia” and PR videos promoting for the Bothie mode on Nokia 8 gained a large of buzz on Owned Media and Paid Media

## BUZZ CONTRIBUTORS



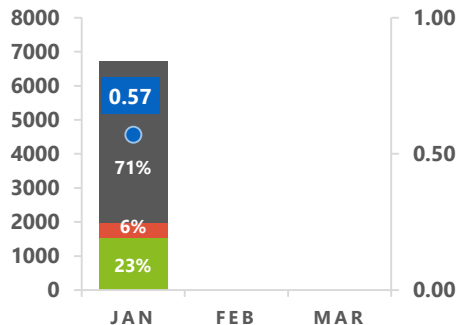
**N = 24387**



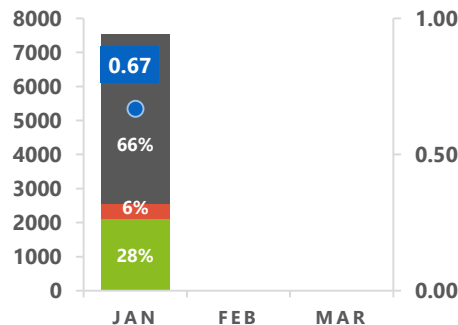
- **Owned media:** Advertising posts ([link](#), [link](#), [link](#)). and minigame on owned fanpage ([link](#), [link](#))
- **Paid media:** Sponsored videos on [Oops Banana](#), [MISTHY TV](#),... for the Bothie mode on Nokia 8 and PR posts from KOLs like [Huy Cung](#), [Tran Khoi My](#)... for Nokia campaign
- **Earned media:** Official commercial pages for Nokia 8 from dealers ([link](#)), user's conversations from Nokia user communities ([link](#), [link](#), [link](#))

# Sentiment performance of Nokia 8 just hung around the borderline between healthy and unhealthy zone (around 0.6) since this phone was a highly controversial product

SENTIMENT PERFORMANCE OF NOKIA 8 (EXCLUDED SEEDING)

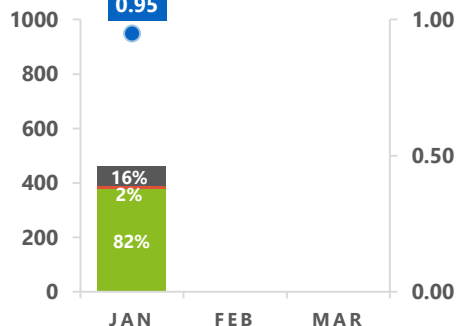


SENTIMENT PERFORMANCE OF NOKIA 8 (INCLUDED SEEDING)

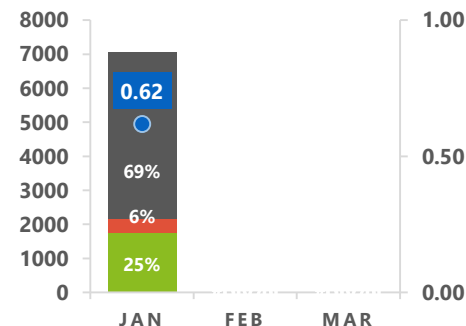


■ Positive ■ Neutral ■ Negative

SENTIMENT PERFORMANCE OF NOKIA 8 ON OWNED MEDIA



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



## SENTIMENT PERFORMANCE

This week, the sentiment index of Nokia 8 remained in the **healthy zone** when seeding was involved. Without seeding, sentiment performance of Nokia 8 **fell into the unhealthy zone**.



## POSITIVE DRIVERS

- ✓ Advertising posts and user's share from these posts for Nokia campaign
- ✓ High appreciation for the discount program, which allows them to afford a high-end device with a very good price
- ✓ Compliments on the overall processing and camera performance



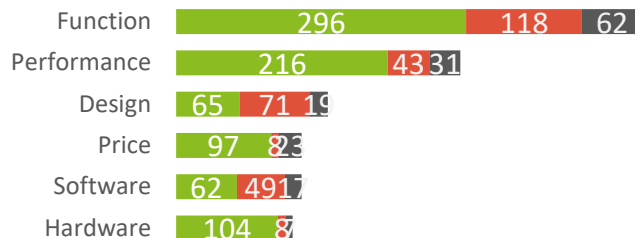
## NEGATIVE DRIVERS

- ✗ Mediocre camera performance with nothing to be impressive, especially in low-light condition
- ✗ Worse evaluation in comparison with others such as HTC U11, Galaxy A8, iPhone 7...
- ✗ Articles reporting on Nokia 8's camera underperformed in DxOMark tests ([link](#), [link](#), [link](#))
- ✗ Unkind perception towards the discount program

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



JANUARY

### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

- **[Function]** Good quality of camera as well as long lasting battery  
**Verbatim:** Ống kính Zeiss chụp hình đẹp mà máy ông cứ chê - [Link](#)  
**Verbatim:** Không bị bạn ơi, *chụp ảnh đẹp lắm*, mà máy sài thích - [Link](#)  
**Verbatim:** Tớ dùng *pin vẫn chất, trâu bò lắm!* Top dùng thế nào ý? - [Link](#)
- **[Hardware - Performance]** Good gaming experience thanks to the powerful Snapdragon 835 chipset  
**Verbatim:** *No8 cấu hình cao, chụp ảnh hay chơi game đều ngon, mà với giá này thì quá rẻ* - [Link](#)  
**Verbatim:** *No8 cấu hình khủng, chơi liên quân là đúng bài rồi* - [Link](#)

### FOCUS ON NEGATIVE DISCUSSED ATTRIBUTES

- **[Function]** Disappointing photo quality captured by camera  
**Verbatim:** *Với mình là máy chụp ảnh kém quá!* - [Link](#)  
**Verbatim:** *Để chụp hình thì đừng nói qua con Nokia 8* - [Link](#)
- **[Design]** Bad design, especially for the backcover of the phone  
**Verbatim:** *Thiết kế xấu nhất mặt sau.* - [Link](#)  
**Verbatim:** *Chứ Nokia 8 mik thấy xấu quá.* - [Link](#)
- **[Software]** User's depreciation for the pure Android OS and technical glitches, which appeared after updating to the latest OS version  
**Verbatim:** *thuần android ... xài hơi chán*- [Link](#)  
**Verbatim:** *Sau khi lên oreo thì mk đã thất vọng về quả pin của nó* - [Link](#)

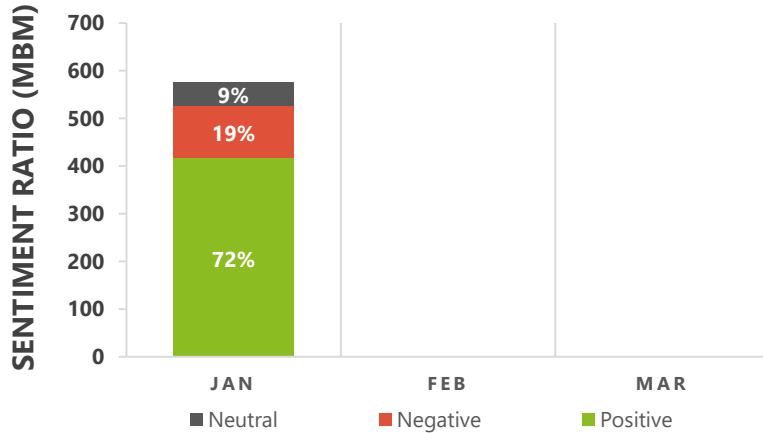
# FOCUS ON NOKIA BRAND

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

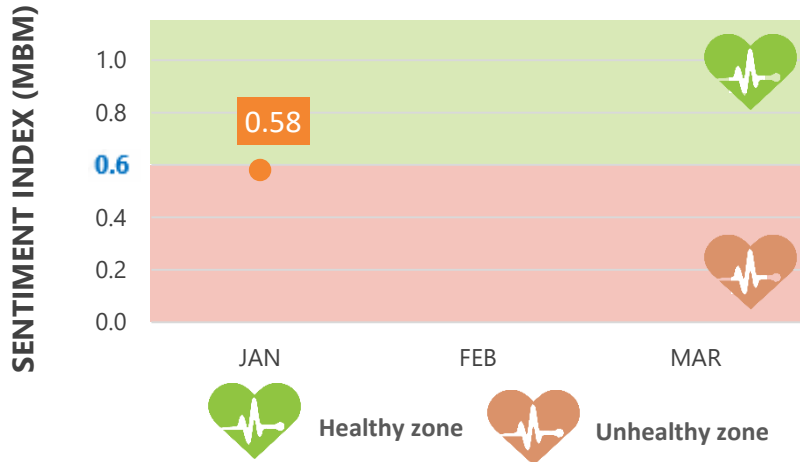
SECTION

03

# An unhealthy month for Nokia brand in terms of sentiment performance since Nokia's effort did not come up to social media audiences' expectation of a major breakthrough



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



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)



## SENTIMENT PERFORMANCE

Over January, the sentiment index for Nokia Brand **ended up at the unhealthy zone**. Mentions about Nokia brand turned around user's perception, feeling, attitude towards Nokia brand. These kind of mentions most gained from sponsored articles from KOL/influencer and informative articles from dealers and tech communities.



## POSITIVE DRIVERS

- ✓ User's mentions expressed their trust and advocacy for Nokia brand
- ✓ Good feedbacks on Nokia campaign with the interesting and creative viral clip



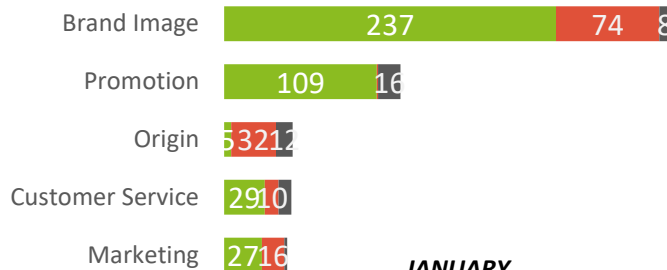
## NEGATIVE DRIVERS

- ✗ User's disappointment at today's Nokia, which failed to recapture the firm's past glories
- ✗ User's mentions stated that Nokia is now just at the same level of other Chinese handphone brands, which were underestimated



# Feedbacks on Brand Attributes

## BRAND ATTRIBUTE PERFORMANCE



JANUARY

### FOCUS ON POSITIVE DISCUSSED ATTRIBUTES

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

**Verbatim:** \*Có ai xài Nokia 6 giống em không :3 Em vẫn còn yêu Nokia nhiều lắm, nhưng mà không có tiền để nâng cấp lên Nokia 8 :P\* - [Link](#)

**Verbatim:** Nói thật nhé từ trước đến giờ nói tới điện thoại em chỉ kết mỗi Noki, mấy dòng khác chả em giờ - [Link](#)

- **[Promotion]** User's interest in the discount program for Nokia 8

**Verbatim:** 8,5tr chip s835,tặng đồng hồ thông minh,pin dự phòng,trả góp 0%,ngon quá - [Link](#)

**Verbatim:** Quá ngon, đợi lãnh tiền Tết mua làm quà cho mami, mới mua No6 mấy tháng trước nên không có ý định đổi. - [Link](#)

- **[Marketing]** Compliments on the viral clip

**Verbatim:** Clip cute quá chị ơi hehe 😊😊😊 - [Link](#)

**Verbatim:** Nokia mới này nghĩ ra mấy đoạn quảng cáo khá thú vị và hài hước, xem ấn tượng - [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:** Trước đây tôi rất thích Nokia bởi chất lượng, hiện nay rất thất vọng 🙄 - [Link](#)

**Verbatim:** Đồ h toàn xài nó kìa. T nghĩ là nó kìa hết quay trở lại đc r. Quá lạc hậu so vs hãng khác - [Link](#)

- **[Origin]** Unkind perception towards Chinese origin

**Verbatim:** Cửa rẻ là của ôi vì Nokia giờ có khác chi hàng Tàu. - [Link](#)

**Verbatim:** Con Nokia 8 này thì cũng là Tàu thôi, camera chụp ảnh còn kém hơn cả iPhone 6. Bó tay... - [Link](#)

- **[Marketing]** Bad feedbacks on the conspicuous seeding

**Verbatim:** Seeder đông như quân Mông... 🙄🙄🙄 - [Link](#)

**Verbatim:** Ủa sao em đọc từ trên xuống dưới thấy người mua thì ít mà seeder thì nhiều thế nhĩ :)), xin lỗi tính em hay hỏi. - [Link](#)

# PAID MEDIA PERFORMANCE

- ❖ BUZZ VOLUME
- ❖ SENTIMENT PERFORMANCE

SECTION

04

# Performance of KOLs/Influencers

				Sentiment Performance			
Name	Buzz volume	Non brand-mentions	Brand-mentions	Positive	Negative	Neutral	Verbatim
<a href="#">Oops Banana</a>	3667	3644	16	26%	4%	70%	- Trời ơi em muốn có đt đó quá - Máy này quay lag quá anh ơi
<a href="#">MISTHY TV</a>	1235	1122	106	4%	2%	94%	- Dạo này Nokia 8 nổi thế - Nokia 8 quay lag thế =)))~
<a href="#">Huy Cung</a>	244	239	5	60%	0%	40%	- Hồ Anh Tú mua nokia đi a
<a href="#">Trần Khởi My</a>	137	136	1	100%	0%	0%	
<a href="#">Kelvin Khánh</a>	126	124	2	50%	0%	50%	
<a href="#">Hariwon</a>	80	68	12	33%	17%	50%	- E đã có điện thoại Nokia rồi đó c game con rần hay quá trời luôn - Nokia bán ế quá mà##
<a href="#">Lê Tú Vi</a>	36	28	8	68%	0%	32%	- Dạo này có nhiều chương trình khuyến mãi thích thật 😊😊😊 - Giải thưởng làm e ham quá chị ơi - Quà tết của nokia lớn quá
<a href="#">Ly Hai Minh Ha</a>	21	18	3	67%	0%	33%	- Em cũng xài nokia từ lâu lắm rồi tới giờ đó chị 😊😊😊
<a href="#">Ribi Sachi</a>	20	19	1	100%	0%	0%	

# COMPETITORS OVERVIEW

- ❖ KEY PRODUCTS
- ❖ MAIN TACTICS

SECTION

05

**SAMSUNG - Giveaway activity from hot streamers and minigame were the main buzz generator for Samsung handphones, Galaxy J2 Pro will join the race of budget smartphones**

## SAMSUNG

### HIGHLIGHT PRODUCTS



***GALAXY NOTE8***



***GALAXY A8/A8+ 2018***



***GALAXY J7+***



***GALAXY J2 PRO***



***GALAXY S9/S9+***

### HIGHLIGHT TACTICS

- Live-stream with give-away activity from hot streamers
- Minigames from owned fanpage and dealers
- Subsidy program from dealers
- Articles reporting on the release of Galaxy Note 8 Orchid Gray version and Galaxy J2 Pro
- Informative articles about the upcoming Galaxy S9

OPPO - Oppo F5 series with different color versions were the most prominent theme of social media discussions about Oppo handphones



#### HIGHLIGHT PRODUCTS



*OPPO F5 SERIES*



*OPPO F5 DASHING BLUE*



*OPPO A83*

#### HIGHLIGHT TACTICS

- Advertising posts for Oppo F5 series on owned fanpage
- Minigame
- Series of posts from entertaining shows with Oppo was mentioned in the hashtag section as the main sponsor

XIAOMI - The release of Redmi 5/5A will change the game and heat up the entry segment. Xiaomi focused on tech communities/forums to approach the target audiences



#### HIGHLIGHT PRODUCTS



*REDMI 5*



*REDMI 5A*

#### HIGHLIGHT TACTICS

- Article reporting on the official sales opening of Redmi 5/5A in Vietnam from tech communities/forums
- Redmi 5A unboxing review
- Commercial posts from retailers
- PR post from influencer [Nhật Anh Trắng](#)
- Article from [Vozforums](#) reporting on the partnership between Xiaomi and Shopee for the FLASH SALE of Redmi 5



HUAWEI - Nova 2i is now the key product of Huawei and the most buzz generators were advertising posts on owned fanpage



#### HIGHLIGHT PRODUCTS



*HUAWEI NOVA 2i*

#### HIGHLIGHT TACTICS

- Advertising posts for product features on owned fanpage
- Commercial posts from dealers

VIVO - Vivo had no outstanding activity this month besides minigame advertising for Vivo V7



#### HIGHLIGHT PRODUCTS



VIVO V7/V7+



#### HIGHLIGHT TACTICS

- “Yêu là quay lưng” campaign with the appearance of Trấn Thành and Minh Hằng from [HTV2](#), [MC Trấn Thành](#), [Vivo Vietnam](#) fanpage...
- Minigame from dealers
- Articles reporting on the Vivo’s first smartphone with an in-display fingerprint reader on [Vozforums.com](#), [Group Tinh Tế](#), [Tinh Tế forum](#)...



SOCIAL LISTENING

# APPENDIX

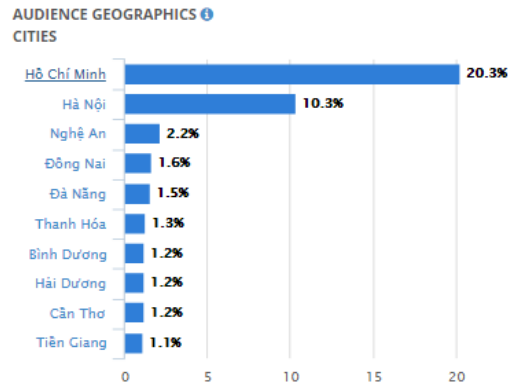
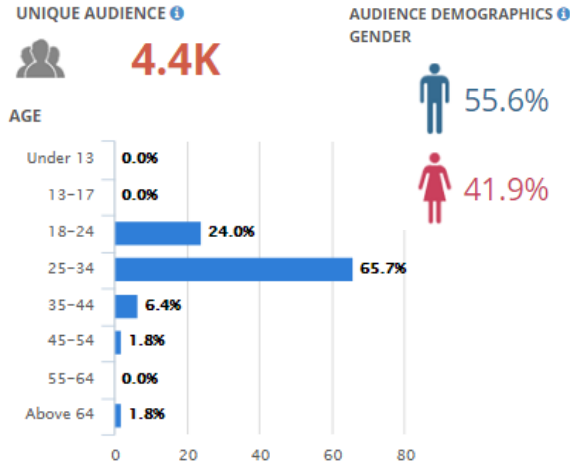


Additional Information

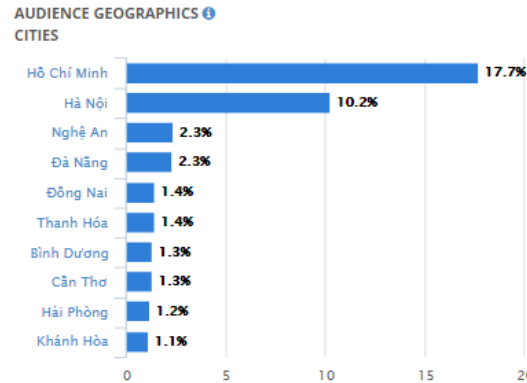
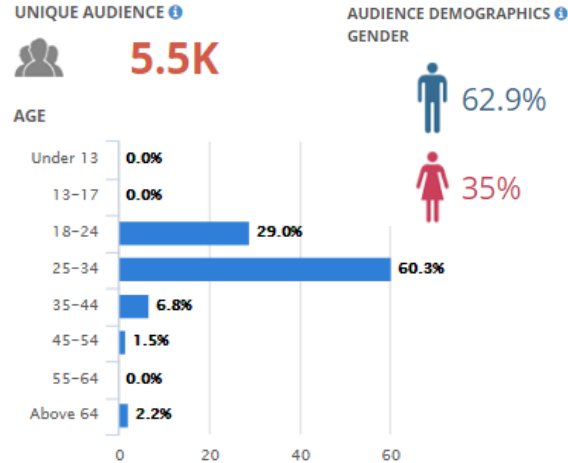
# Demographic

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

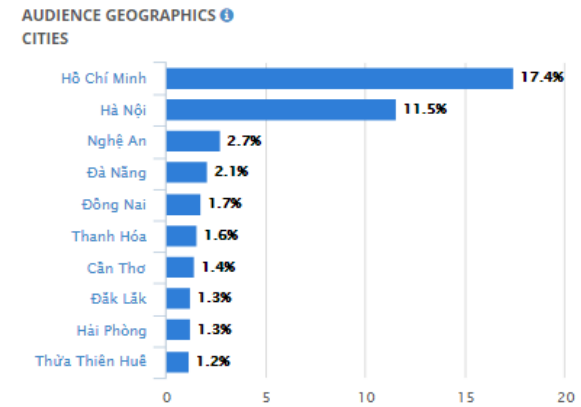
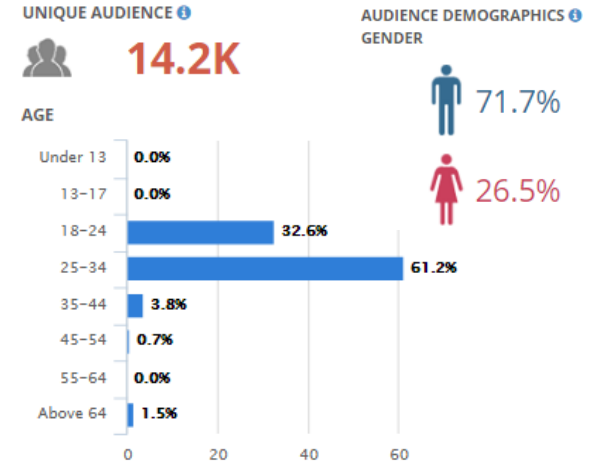
## NOKIA 2



## NOKIA 3



## NOKIA 8



# 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="#">Bạn đang lạc trôi giữa biển smartphone</a>	Nokia Mobile
3	<a href="#">MINIGAME: NOKIA - KẾT NỐI VÒNG TAY</a>	HC Homecenter Fanpage
4	<a href="#">[MINIGAME] Thử thách "bắt" quà</a>	Nokia Mobile
5	<a href="#">"Tết này vẫn giống Tết xưa, vẫn đi bắt lộc</a>	Nokia Mobile
6	<a href="#">Chú răn Nokia ơi, mình đi đâu thế?</a>	Nokia Mobile
7	<a href="#">[MINIGAME] Bắt Nokia, rinh quà về nhà</a>	Nokia Mobile
8	<a href="#">Làm gì để nhanh giàu. Cho cái ý kiến</a>	Huy Cung
9	<a href="#">Các tín đồ Nokia ơi, sử dụng Android</a>	Nokia Mobile
10	<a href="#">Nokia "đưa lối" dẫn roadshow tới thành phố</a>	Nokia Mobile

## TOP SOURCES BY BUZZ VOLUME

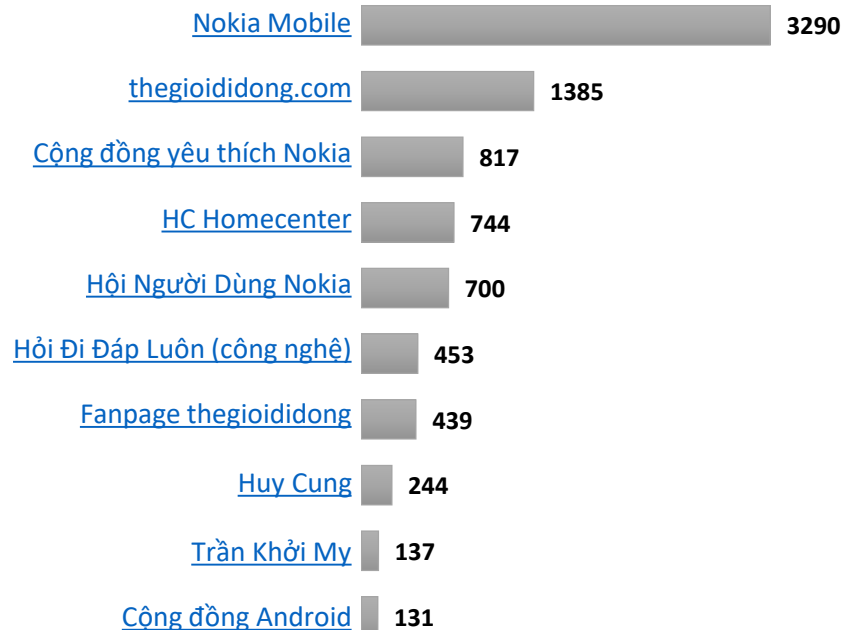
<a href="#">Nokia Mobile</a>	3354
<a href="#">thegioididong.com</a>	1393
<a href="#">HC Homecenter</a>	745
<a href="#">Huy Cung</a>	244
<a href="#">Group Tinhte</a>	202
<a href="#">Cộng đồng yêu thích Nokia</a>	156
<a href="#">Trần Khởi My</a>	142
<a href="#">Hỏi Đáp Luôn (công nghệ)</a>	139
<a href="#">Fanpage thegioididong</a>	130
<a href="#">Kelvin Khánh</a>	129

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

## TOP THREADS BY BUZZ VOLUME

Rank	Top Thread	Source
1	<a href="#">Nokia 3 - Hàng sắp về - Đăng ký mua ngay</a>	TGDĐ ecommerce site
2	<a href="#">Bạn đang lạc trôi giữa biển smartphone</a>	Nokia Mobile
3	<a href="#">MINIGAME: NOKIA - KẾT NỐI VÒNG TAY</a>	HC Homecenter Fanpage
4	<a href="#">[MINIGAME] Thử thách "bắt" quà</a>	Nokia Mobile
5	<a href="#">Có cả Nokia 3 luôn kìa :O</a>	TGDĐ Fanpage
6	<a href="#">"Tết này vẫn giống Tết xưa, vẫn đi bắt lộc</a>	Nokia Mobile
7	<a href="#">Chú răn Nokia ơi, mình đi đâu thế?</a>	Nokia Mobile
8	<a href="#">[MINIGAME] Bắt Nokia, rinh quà về nhà</a>	Nokia Mobile
9	<a href="#">Làm gì để nhanh giàu. Cho cái ý kiến</a>	Huy Cung
10	<a href="#">Các tin đồn Nokia ơi, sử dụng Android</a>	Nokia Mobile

## TOP SOURCES BY BUZZ VOLUME

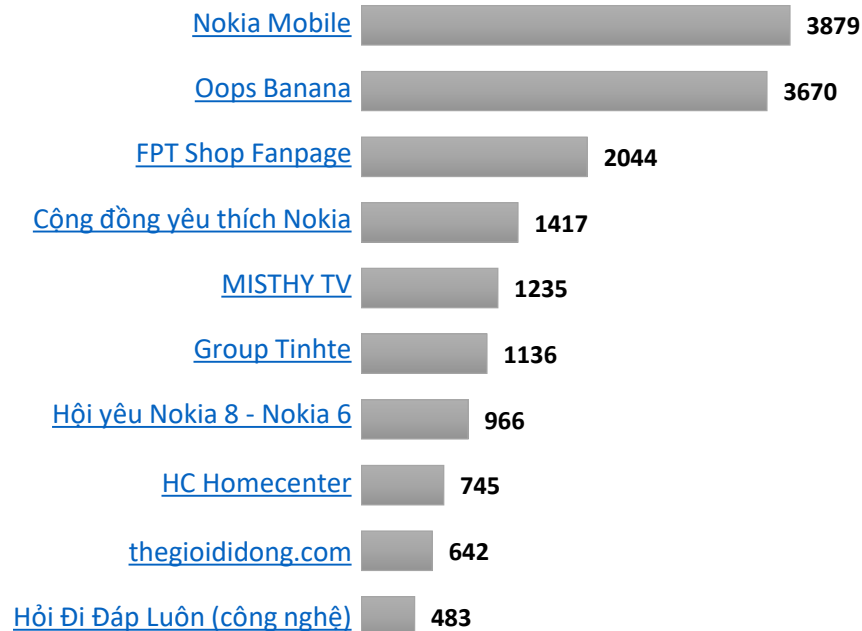


# Top threads and Top sources by buzz volume of Nokia 8

## TOP THREADS BY BUZZ VOLUME

Rank	Top Thread	Source
1	<a href="#">THỬ THÁCH 7 NGÀY CHỈ ĂN</a>	Oops Banana
2	<a href="#">MISTHY CÓ GẤU ??????????</a>	MISTHY TV
3	<a href="#">Dự đoán kết quả trận đấu U23 chiều nay</a>	FPT Shop Fanpage
4	<a href="#">THỬ THÁCH 30 PHÚT TRỐN THOÁT KHỎI</a>	Oops Banana
5	<a href="#">Bạn đang lạc trôi giữa biển smartphone</a>	Nokia Mobile
6	<a href="#">MINIGAME: NOKIA - KẾT NỐI VÒNG TAY</a>	HC Homecenter Fanpage
7	<a href="#">[MINIGAME] Thử thách "bắt" quà</a>	Nokia Mobile
8	<a href="#">[Minigame] Bắt khoảnh khắc vàng</a>	Nokia Mobile
9	<a href="#">15s thôi, trúng NOKIA 5 và 1 loạt quà NGON</a>	FPT Shop Fanpage
10	<a href="#">Nokia 8 - Cấu hình chi tiết</a>	TGDĐ ecommerce site

## TOP SOURCES BY BUZZ VOLUME



# 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	16	500	20	40	9K	3,500K	0.2%
	Minigame	3	500	1K	150	2.2K		0.06%
<a href="#">Samsung</a>	Advertising post	40	5000	100	100	208K	106,000K	0.2%
	Minigame	3	2K	5K	100	7.100		0.02%
<a href="#">Oppo Vietnam</a>	Advertising post	80	500	30	30	44.8K	1,500K	3%
	Minigame	2	4.000	1000	100	8.4K		0,8%

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





**Thank You**

**For Your Attendance**