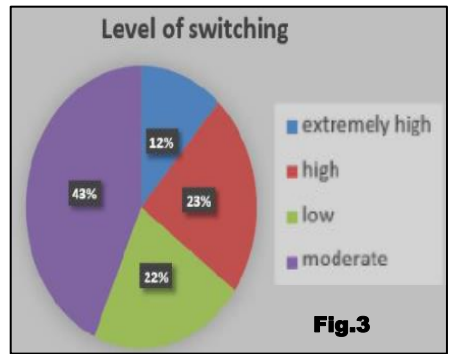
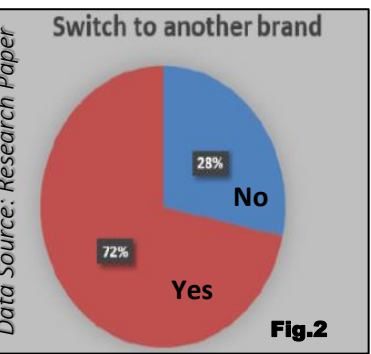
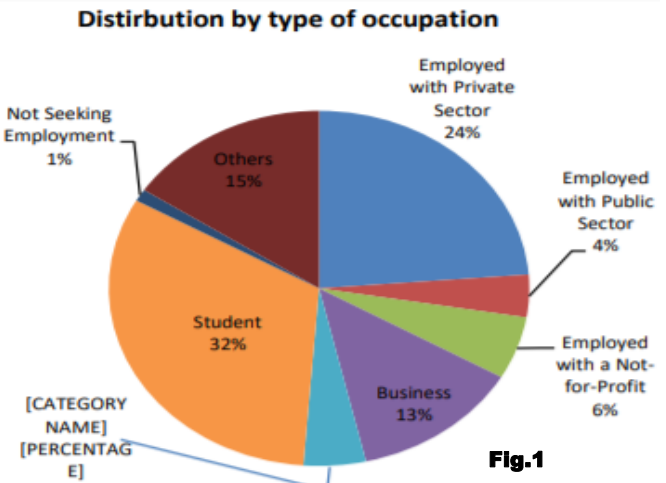


Key Understanding of Problem: How can Nokia Position its New Smartphone Products In such Dynamic and ultra competitive market in India?



Changing The Way People Look at NOKIA Using 4P Mktng Mix

Consumer Insights



Communication Message

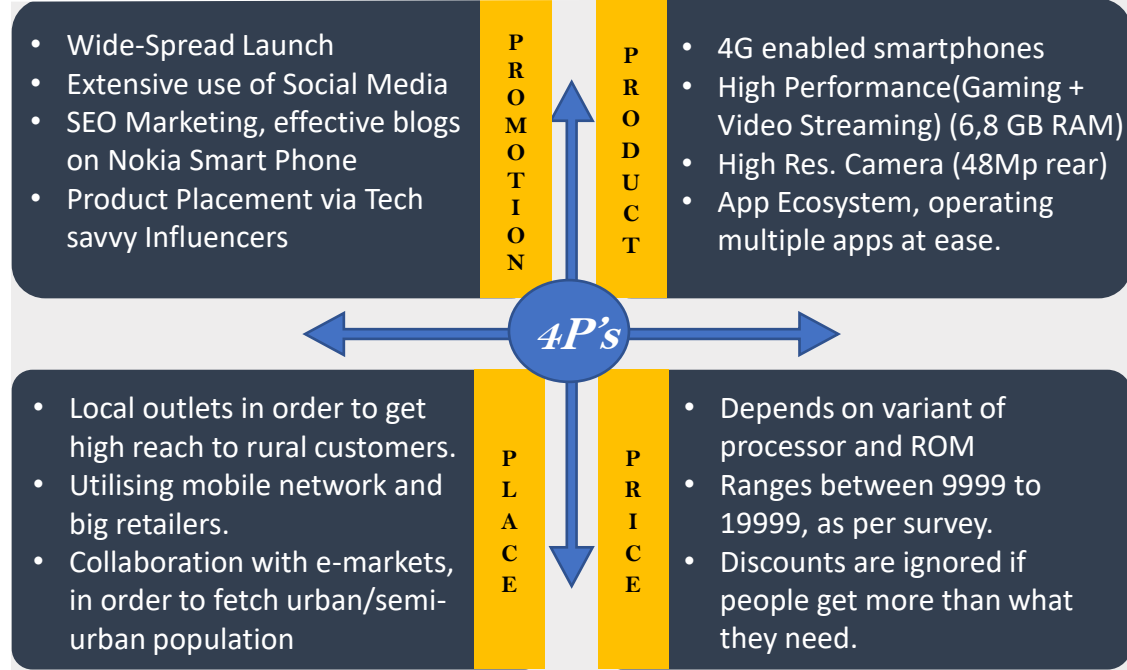
"Good Old Days Are Back"

Brand Positioning

- Current Scenario:
- High Price & Innovative features
- Improved Suggestions: -
- High Functionality & Medium Pricing
 - Durability + style + performance
 - User Friendly OS

Target Customer Persona

Age: 22-35
Gender: M > F
Bkg.: Refer Fig.1
Monthly Income: <30000 & 30000 to <50000
KDM: Either Elder most member of family or Younger kid who understands technology.
Stated Needs: Want to purchase Inexpensive Device
Delight Needs: Extra features | Unstated Needs: Excellent service
Secret Needs: Want friends to see him tech savvy consumer.



Packaging Strategies

- Durable, Reliable, Protect the Product.
- Communicate Nokia Brand
- Communicate the Product's feature Clear & Bold
- Packaging can be marketed in segmentation based on region(N,S,E,W)

Distribution Challenge

Wide-Spread Network Is the Key

- ** According to report, People tends to rely more the brands who have service stations available in their own city. (1 SS per 200 KMs)
- ** Tie-Ups with leading offline retailers in balance with Online Giants thereby gaining Higher Visibility of Brand, and making your product reach maximum.
- ** Unique Selling-Points and unique sale time, to create a feeling of urgency in people to buy the desired product at cheap and unique product.
- ** 2/3rd Indian population is rural, people still trust more in physical touch of product than online, in such areas opening a mini-outlet is more recommended.