

**NOKIA**

## OBJECTIVE

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Nokia in India had lost a considerable market share due to their previous operating system. With the new AOS based phones, the brand wanted to recover its lost market share and create a strong brand awareness.

## MARKETS

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India



## CAMPAIGN

### KKR sponsorship for IPL 2018

## HOW

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Httpool India provided an end-to-end media solution to present different products and engage with a valuable audience. The brand launched the India Twitter handle by leveraging its team sponsor status with the 2018 Indian Premiere League.

## FORMATS

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First View

Promoted Trend

Promoted Video

Video Website Card

Promoted Tweets

## EXAMPLES OF CREATIVES USED

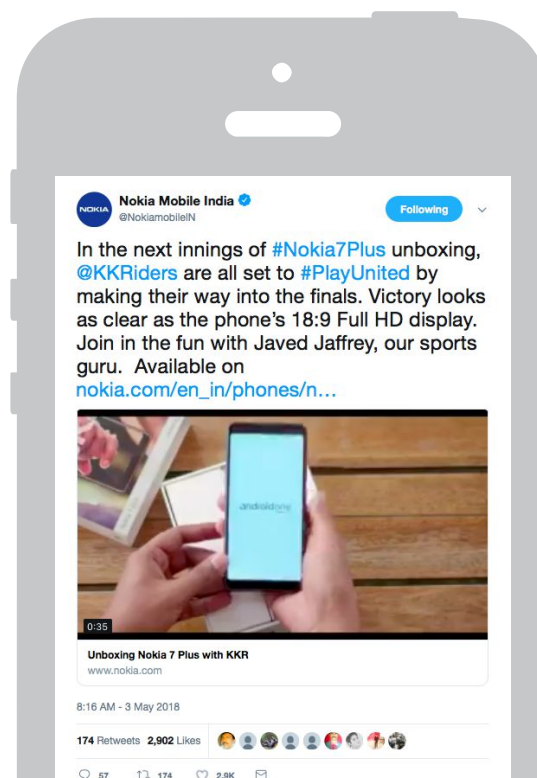
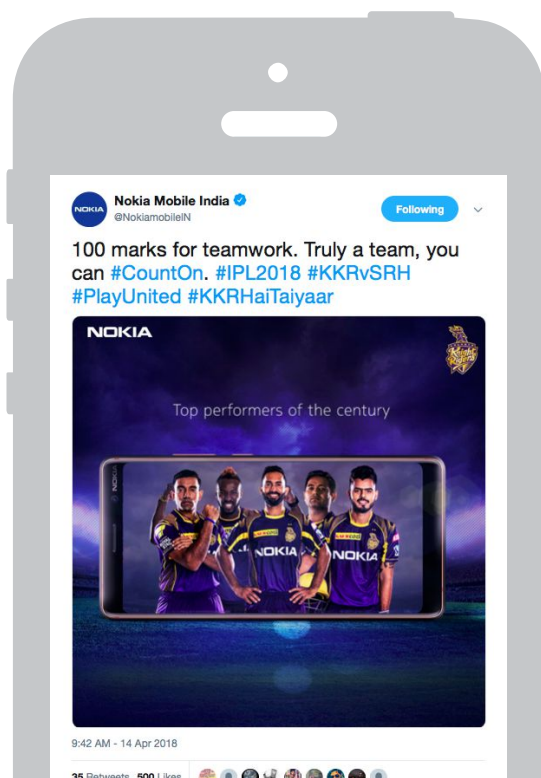
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## RESULTS

Nokia's hashtag was one of the most used hashtags during the quarter when the campaign was running. Consequently, Nokia got many positive conversations and responses from users.

## KEY SUCCESS FACTORS

1. Targeting their campaign audience based on interests, such as sports (cricket) and technology.
2. Running a multi-format campaign boosted high rates of interaction with @NokiamobileIN.



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