



## **MARKETING – THE PRODUCT (NOKIA) IS ITS OWN SPOKESMAN**

A simple, yet often forgotten fact is that the product is its own spokesman. The product is the marketing component that comes closest to the target group. All too often, the product development and marketing departments are worlds apart.

The Finnish company Nokia is a global market leader in mobile phones. They have both strong technical development and are well-connected with other developers around the world. But what about their connection with consumers? Business is evolutionary and when a company has become as successful as Nokia it must take things one step further.

Nokia has spent many years building its brand around the slogan “Connecting people”. Early on, they took the lead in user-friendliness and eye-pleasing design. Everything about the brand breathed connectedness in a disconnected world. Today, however, mobile phones are becoming more and more similar and offer more or less the same features. “Connecting people” could just as easily apply to a number of competitors. This is a problem, but also an opportunity.

It is time to take connecting people to the next level and do something to connect them physically as well as theoretically. One way to do this, surprisingly enough, is through hardware design. One solution can be seen below, a new model that can literally bring people together in a new way.

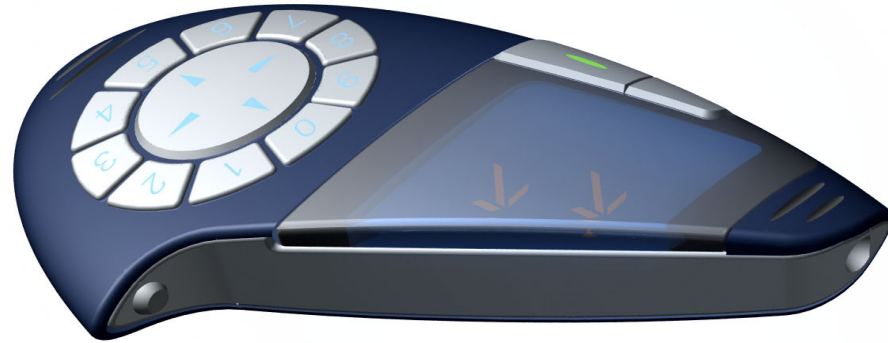
See a prototype of how the new Nokia mobile phone could look (see next pages).

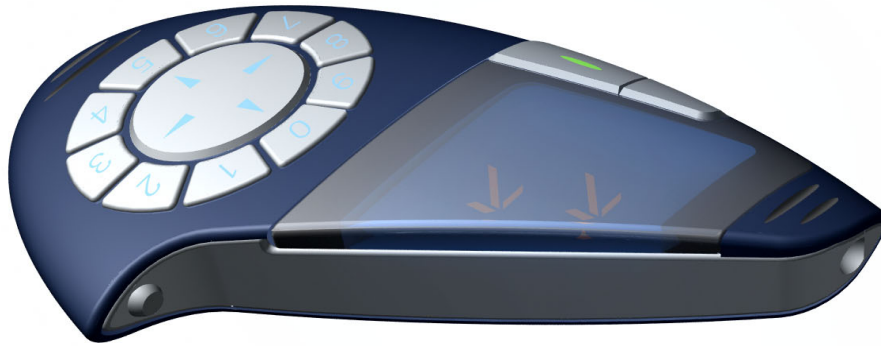
## How mobile phones can connect people with more than words



Two mobile phones in one,  
a sort of mobile yin and yang.

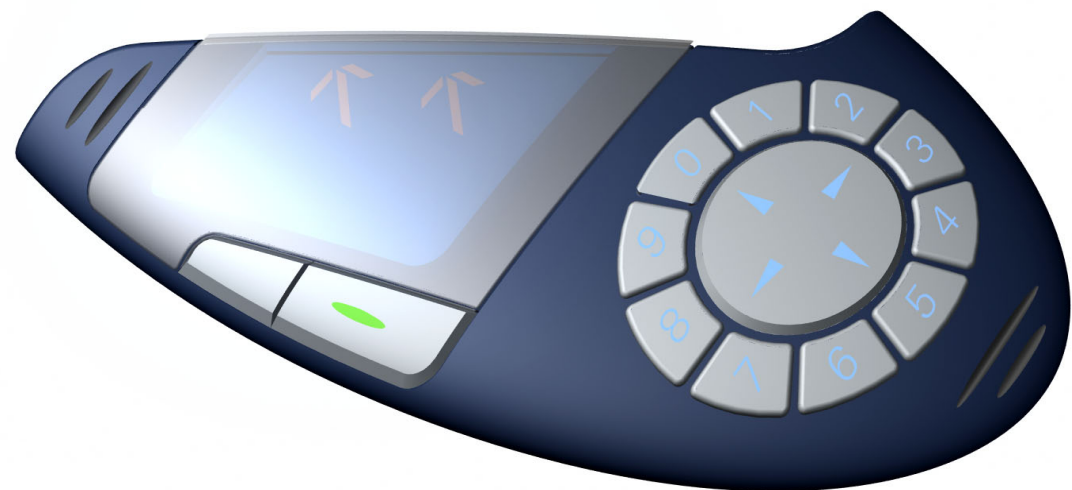
**It is a known fact that it's always hardest to get people to buy the first product.  
But what if, when you buy a mobile phone, you get one extra for free.  
One for yourself and one for a friend. Talk about connection.**





### **Phone features that connect people**

- Magnets hold together the two phones.  
Two phones become one, two people are brought closer together.
- Free calling to the other person/mobile "walkie talkie."
- Solidarity (sharing batteries and other functions).
- Stereo (impressive sound when the phones are put together).
- Wide-screen picture when put them together.
- Games (special versions from leading game brands)
- Pictures (trailers from providers such as Paramount)
- Internet faster with bigger picture (more power)
- Events where you can connect phone with others





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