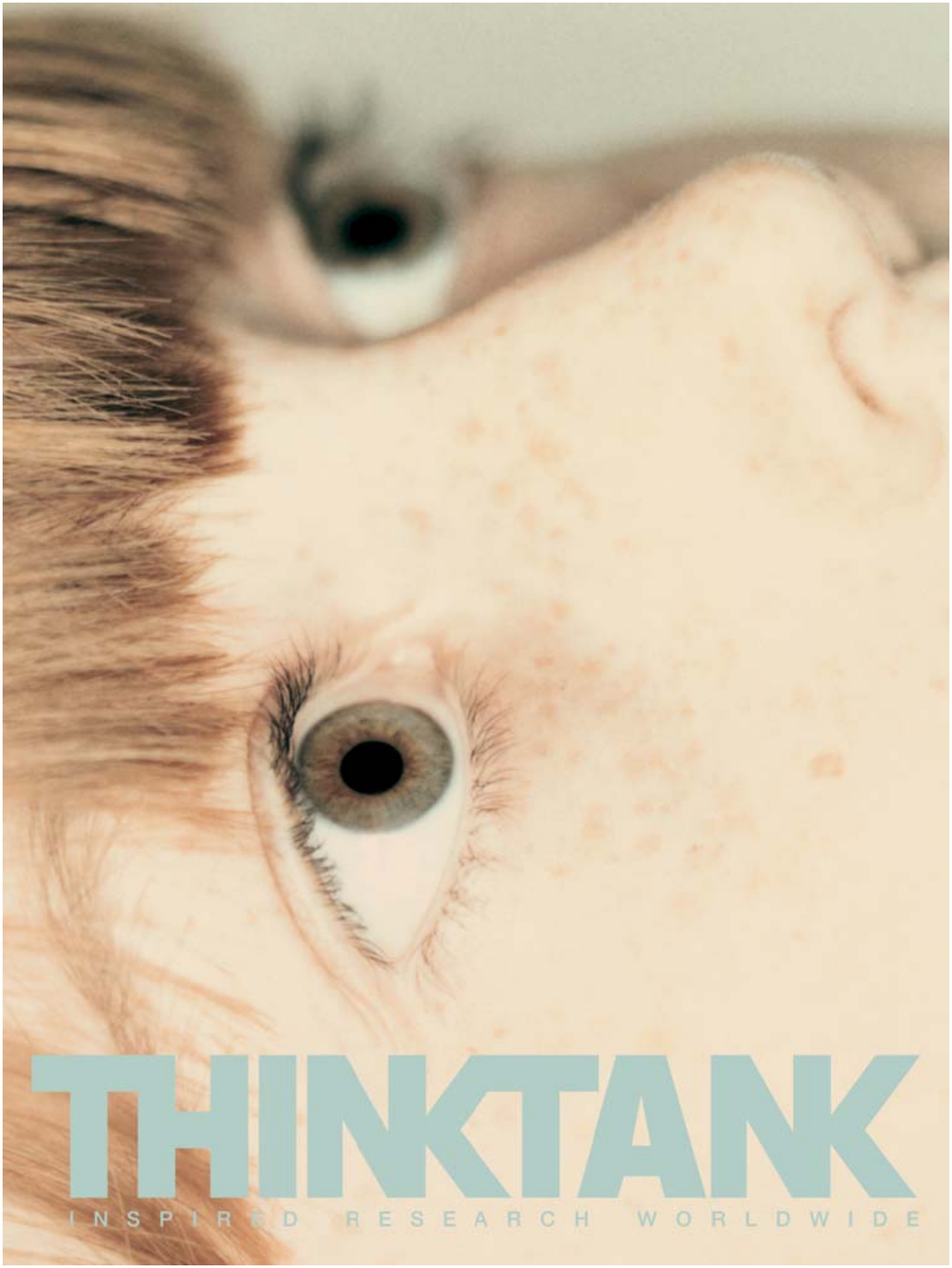
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Nokia Brand Love and Admiration

Research based on an integrated mobile and face-to-face approach

Sabine Stork, Senior Partner,
Thinktank International Research

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Nokia's Brief to Us

Understand consumer 'brand love and admiration'

- *why* consumers love certain brands
- *what* generates this emotion

utilising a creative research approach which brings consumer emotions to life and contains an 'ethnographic' element

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Integrated Approach

Complementary research methods

Mobile (& online)

&

Offline groups

Our Integrated Approach

Brand emotion 'diary'
Uploaded by consumers through 'moblog'

Record strong - positive & negative - feelings about brands as you encounter them in your daily life, upload videos and pictures on a blog and provide captions

Face-to-face interviewing

After having seen consumer output Interview consumers about the task & about brand emotion in general

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Role of Mobile

Mobile as time and situation critical & multi-media tool

- *able to capture consumer emotions to brands **immediately** as and when they occurred*
- *within contexts of consumers' environment*

'Empowered' consumers to put the spotlight on themselves

Brought consumer emotions to LIFE for clients

Warmer relationship with them in groups

The Role of Face-to-Face

Face-to-face interviewing vital complement to mobile (and online)

Allowed us to…

- compare self portrayals with our impressions
- question/query and challenge moblog posts
- hothouse and workshop commonalities
  - What is it that makes us ‘love’/’hate’ a brand?

Deepened insights from mobile auto-ethnographic exercise

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The Process

Recruited representatives of Nokia's consumer segmentation

Conducted detailed face-to-face briefings

- Handed out N-series phones to consumers, demonstrated uploading
- Gave clear parameters for moblog tasks - but with room for individual self expression

Kept on top of blogs & in touch with consumers by phone

Invited them back for group discussion

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The Findings

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Meet 3 of Our Respondents via images/text uploaded

Nick, 21

Guitar and arsenal shirt. Nuff said!

Respondent image removed ‘to protect the innocent’

Being an only child friends are very important so here they are!

I’m 21 and I’m an economics student at UCL. I’ve lived my whole life in Richmond with my parents except for now as I live on Tottenham Court Road. Like everyone else in my free time I lead the student life with my friends and support my team arsenal! I love my music and read a lot

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Chantelle, 30

Hi my name is Chantelle, I enjoy the theatre, watching films & spending time with my family. I work at the head office of a big retailer. My prize possessions are my mum, my little sis, my iPod and my shoe collection

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Jessica, 25

Sorry about the picture but I’m camera shy and this is my coping mechanism I’m twenty five born in California brought up in Scotland went to drama school and now living and working in London

The calm before the storm . I would say that my friends are by far the most important thing to me

My new toy

I have tried playing the guitar many times but could never get the hang of it so i down sized to a yuk and things are working out well it actually sounds pretty good

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Some of the brands they 'loved' and ‘hated’

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Different Reasons for Brand love …

COMFORT

ETHICS

SIMPLICITY

QUALITY & FUNCTIONALITY

INNOVATION / CREATIVITY

STYLE

EXCLUSIVITY

INCLUSIVITY

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How they felt about the brands

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Emotional Brand Relationships on a Scale

more superficial?
may be talked about today but will they have a lasting place in consumers' hearts?

likely to inspire loyalty over time

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Beyond these reasons, brands that were really deeply loved adhered to the following key emotional principles

3 Key Principles for positive Brand emotion …

AUTHENTICITY

GENEROSITY

IDENTIFICATION

Authenticity

They're a touch of class - I love Ryman as there is nothing complicated about it. It is 'the stationer'. Why would stationery need to have an elaborate advertising? It wouldn't and when the branding matches the product you're onto a winner. There's no fuss with them and i like that

I think the companies that I like were the ones that had good products obviously but also an identity as a brand

Unique brands, something captivating, something original… Innocent Smoothies…completely creative, their products are dynamic… they've taken out all the additives, it's back to basics (conversation in group)

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Generosity

it's like a mini-movie and at the end you go…'I enjoyed watching that, I don't feel as if they were selling me anything, it was as like they were giving me something'

'It's nice with my Boots card, at least you're getting something back…
'I prefer, rather than giving something back in a monetary way, them having great customer service

Every little helps…I *think that's the phrase, it sure does and it's great if the product is tasty. Asda is brilliant offering excellent product from clothing to homewear to groceries. They have a clear pricing structures and offers as standard!* (SL)

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Identification

It has become my life, so easy to use for everything I do: work, pleasure, communications…

I used to hate computers but Apple has made me feel part of that world

You cannot beat them for erotic enticing advert and mouth watering produce. They're whole image is slick and top class TS

M&S is like the top one of 5 supermarkets, if you can afford it, it's put itself as the elite… if you have an M&S shopping bag then people are like, oh, you shopped at M&S…

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and neglect of these principles leading to negative emotion…

Negative Emotion

Evil! Processed toenail - need I say more…

Just a boring brand, no innovation in their shop windows. No direct message conveyed, therefore no identity so how can anyone relate to them?

I don’t like it as there is no character, its like an American production line. Not much feeling, no warmth just a well oiled money making machine

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Our Research In Summary…

Analysing qual data from mobile (online) and offline sources helped us to

- Categorise types of brand emotions
- Understand brand elements which …
- Help our clients to understand how they might maximise positive brand emotions around their brand

With mobile making a particular contribution

- Getting to less obvious, less top of mind brands which consumers still have a strong connection with
- Understanding relationships on a deeper, more personal, intimate level
- & bringing brand relationships to life… in situ…

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"Boots …

a great brand, simple, effective. Looks clean and good quality, no fancy business, just a good quality down to earth brand"

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"Ahhh Bisto…

Simply think childhood memories - this is truly my ultimate comfort food and it has to be Bisto"

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"Johnson's…

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