

# **St.Petersburg- Nokia Student Business Competition**

**NOKIA**  
Connecting People

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# Background

- Through digital convergence among communication, consumer electronics and Internet technology, mobile devices are used not only for communication, but also for multimedia and Internet.
- Therefore, mobile service usage become not only important as itself but also as increasing consumer satisfaction on the mobile device.
- In addition, its own channel can be most efficient to deliver its own consumer experience. Thus, the project will focus on how corporate to utilize its own media channel as marketing channel.

# The Objective of the Study

To plan:

**Marketing campaign** for how to deliver the consumer message on the **benefits** of software/services and motivate consumers to use software/services

# The Scope of the Campaign

## To create a Campaign brief

No media plan (budget allocation) needed,  
but just campaign creative de-brief material  
for corporate own channels (corporate website, WAP site, PC  
applications, mobile applications, and IVR) to be used

# Services to choose from

- Music
- Messaging
- Game
- Navigation
- Applications
- Group can choose 1 services among 5 above

# Target Segment

- Group can decide the target segment for the campaign as well as geographical area, if needed.
- Value Propositioning for target segment should be tested with real consumers in the target segment.

# Deliverables

## Campaign de-brief to be delivered

Power Point to be submitted by the deadline to Email address: [careercentermib@gsom.pu.ru](mailto:careercentermib@gsom.pu.ru)

# Schedule

- **November 23: Deadline for result submission**
- **November 25: Finalist selection (3 groups will be selected as the finalists) and announcement**
- **October 26: Finalist Group Feedback conference call session (20 min per group)**
- **December 3: Final Submission**
- **December 4: Winner announcement**