

Advertiser Case Study

NOKIA drives engagement and downloads for popular contents in NOKIA APP Stores by NOKIA users in Indonesia.



Objective

NOKIA engaged their consumer in Indonesia with popular contents in NOKIA OVI App Store to acquire downloads.

Solution

NOKIA maintained a strong brand position in Indonesia, with continued campaigns to drive awareness and sustained interest in NOKIA OVI Store Applications. Popular content was offered to entice the users with free application downloads and gaming content.

This drew immediate attention and interaction with NOKIA users in Indonesia. Advertising impressions were delivered to users selectively on specific NOKIA devices only, to acquire effective quality reach and downloads.

The campaign was a deliberate effort by NOKIA to continue its engagement with all NOKIA users in Indonesia.

Results

The campaign delivered its targeted performance and downloads. With regular success achieved, NOKIA continues to maintain its presence to drive downloads from NOKIA stores.

Campaign Summary

- **Client:** Nokia
- **Agency:** Isobar ID
- **Country:** Indonesia
- **Ad Format:** Display Banners

Campaign Targeting

- **Channels:** All
- **Operating System:** Symbian OS
- **Device :** Selected NOKIA devices only

Performance

- **Impressions:** 150 million
- **Clicks:** 340 000
- **CTR:** 0.23%

