



Brief

Nokia approached Concourse Initiatives looking to conduct face to face activity as part of a nationwide campaign to promote their latest range of phones, which feature high quality music download capabilities.

As part of the campaign, Nokia was keen to use their “Tune Reaction” software to gauge people’s reactions to a variety of songs.

Activity

Concourse Initiatives worked with Nokia to put together a face to face promotional campaign at Lakeside Shopping Centre, with the aim of showcasing their latest range of ‘music phones’ to the youth market.

The activity included the creation of music stations, where consumers could listen to the latest music, downloaded and played through Nokia’s new range of handsets. Experts were on hand to talk people through the phone’s features and answer any questions about Nokia’s new music download service. Willing participants were also hooked up to heart monitoring software, in order to gauge their reaction to different songs across a number of musical genres.

Participants were then asked to dedicate their favourite tune to a friend by filling in their personal details, which were then entered into a prize draw to win the latest Nokia music phone.

Results

The campaign created a real buzz within Lakeside Shopping Centre and attracted a steady flow of interested participants throughout the day, with Nokia receiving over 500 entries to their “dedicate a tune” competition.

With the Nokia experts and promotional staff on site, Nokia was also able to educate people to the benefits of the new phones and allow potential consumers the opportunity to familiarise themselves with the latest handsets in a non-sales, no pressure environment.

