

Introducing / Nokia Originals.

Reinvention of a classic

Reinvention of a classic



Heritage /

**Heritage /
the original
and best**



Heritage /
the original
and best

Nostalgia /

**Nostalgia /
evoking memories
of good times**



Nostalgia /
evoking memories
of good times

Authenticity /

**Authenticity /
the genuine article**

The background features abstract, overlapping curved shapes in vibrant green, red, and yellow, set against a white background. The green shape on the left has a circular cutout. The red shape is at the top, and the yellow shape is at the bottom right.

Authenticity / the genuine article

Building the brand

A press-worthy model...



...that sells a mainstream one.



An opportunity to demonstrate
character or attitude



Coca-Cola

Coca-Cola



Coca-Cola



Kellogg's

Coca-Cola



Kellogg's



Only brands of this calibre
have the credentials to
make these claims.

Coca-Cola



Kellogg's



**Could any
mobile phone
brand do this?**

Could any
mobile phone
brand do this?

NOKIA

Could any other
mobile phone
brand do this?

NOKIA



NOKIA

**Nokia 3310. Dual band
GSM900/1800. Released
in Q4 2000. 126 million
pieces sold.**



Only Nokia could do it.

**Only Nokia could do it.
So we've done it.**

Introducing /

Introducing / Nokia Originals.

Introducing / Nokia Originals. The big Idea.

Heritage/
History/
Reputation.



Concept/ Idea.

Heritage

- Pay homage to both Brand and Product past heritage in looks and character to re-ignite the consumer-perceived Brand values.
- Use a very strong tie to the aesthetic look, feel and size of the original 3310.
- Take the core recognisable elements of the original 3310 design (footprint, graphical layout, break-up etc).

+ Innovation

- Introduce new technology and innovation but skin it with a coating of nostalgia.
- Update the technology inside and introduce new functionality (hybrid touch).
- Update the technological feel by going as slim as possible

Campaign/ Tagline.

Heritage

- Take heritage of both Brand and Product past heritage in looks and character to re-ignite the consumer-perceived Brand values.
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Back to

the future

**Campaign/
Tagline.**

Campaign/
Tagline.

**Nokia
Originals.
Back to
the future.**

Nokia Originals. Back to the future.



Introducing / Nokia Originals. The campaign.

1. The Nokia
tone of voice

**social, authentic,
enthusiastic,
curious.**

**funny, playful,
witty, humourous.**

2. Past and future

Back to the future.

Heritage
Tradition
Classic
Original

Innovative
Contemporary
New
Fresh

3. A colourful graphic language

Orange PMS 1505C

Green PMS 3760C

Magenta PMS 233C

Blue PMS 3005C

Yellow 012C



Introducing / Nokia Originals. The teaser campaign.

Billboard



Poster

**'That's one small
step for a man...
one giant leap for
mankind.' My granddad
has just sent
his first ever SMS.**

Billboard



Retail teasers

**'The pen is
mightier than
the sword. My blog
is even
mightier.'**

**'If you're going to San
Francisco... Turn on the
guided by voice
GPS navigation.'**

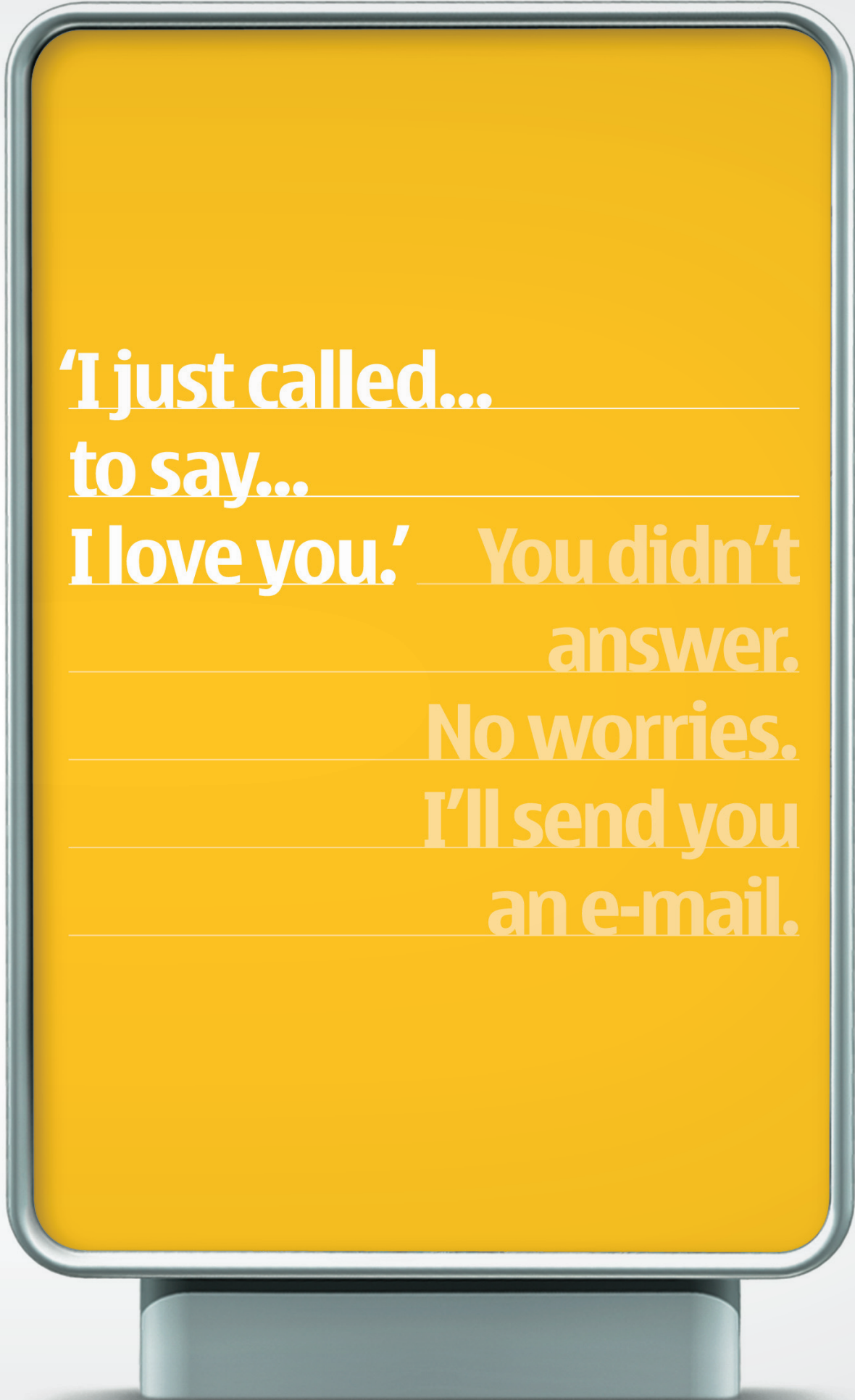
Billboard



Retail bag

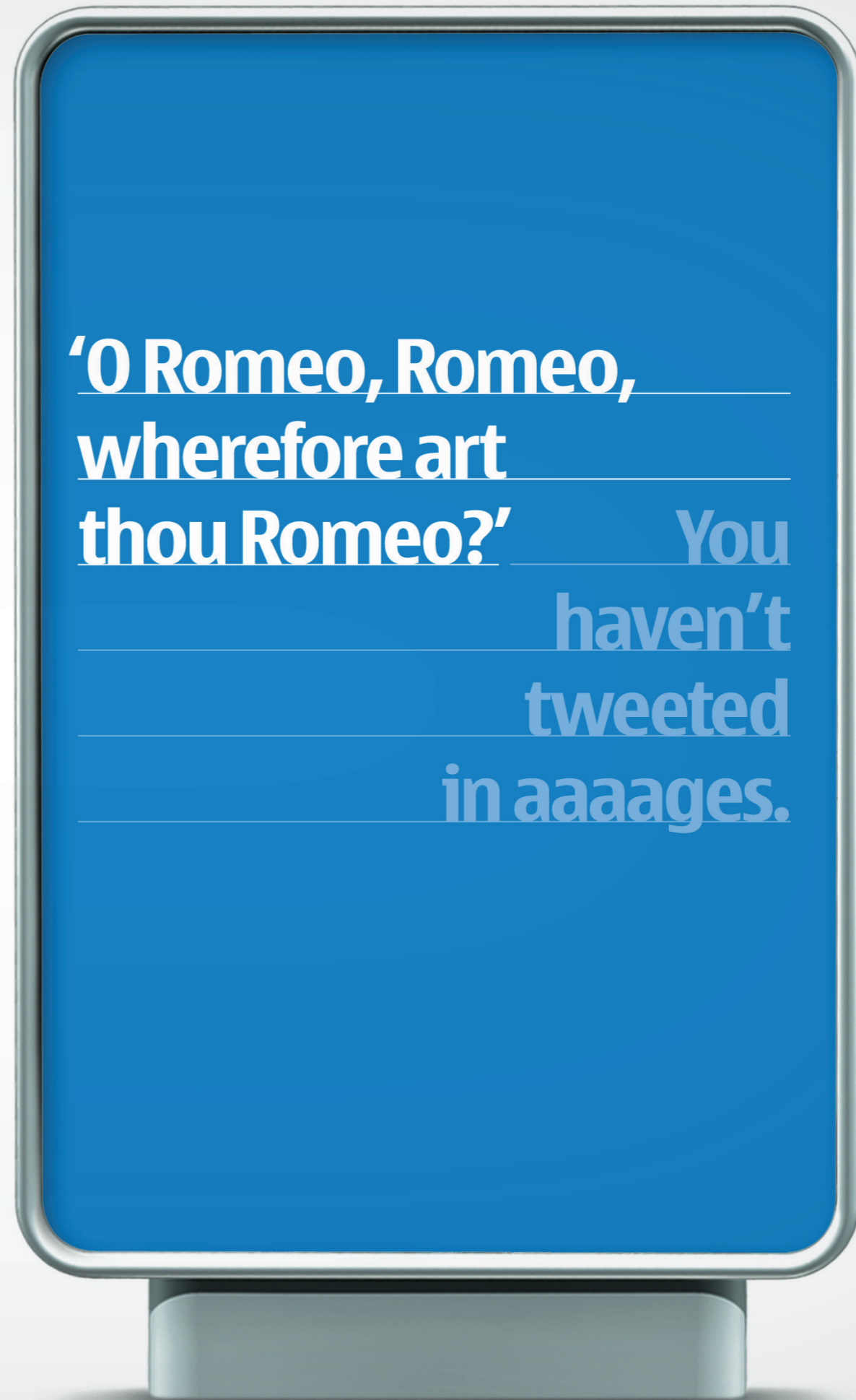


Poster



**'I just called...
to say...
I love you.'** You didn't
answer.
No worries.
I'll send you
an e-mail.

Poster



**'O Romeo, Romeo,
wherefore art
thou Romeo?' You
 haven't
 tweeted
 in aaaages.**

Introducing / Nokia Originals. The launch campaign.

Ad 1A

**Close your eyes and
think about your first
mobile phone. You
got it?**

Ad 1B

We're going back to basics.
Back to simplicity. Back to colour.
Back to phones with a smile
on their faces. We're going
old-school. We're going retro.
With a twist. Because we're going forward
too. Forward to tactile screens,
forward to ultra-slim. Forward
to sharing, social networking and
mobile internet. Forward to
Facebook feeds and tweets.

The Nokia you know, re-imagined.

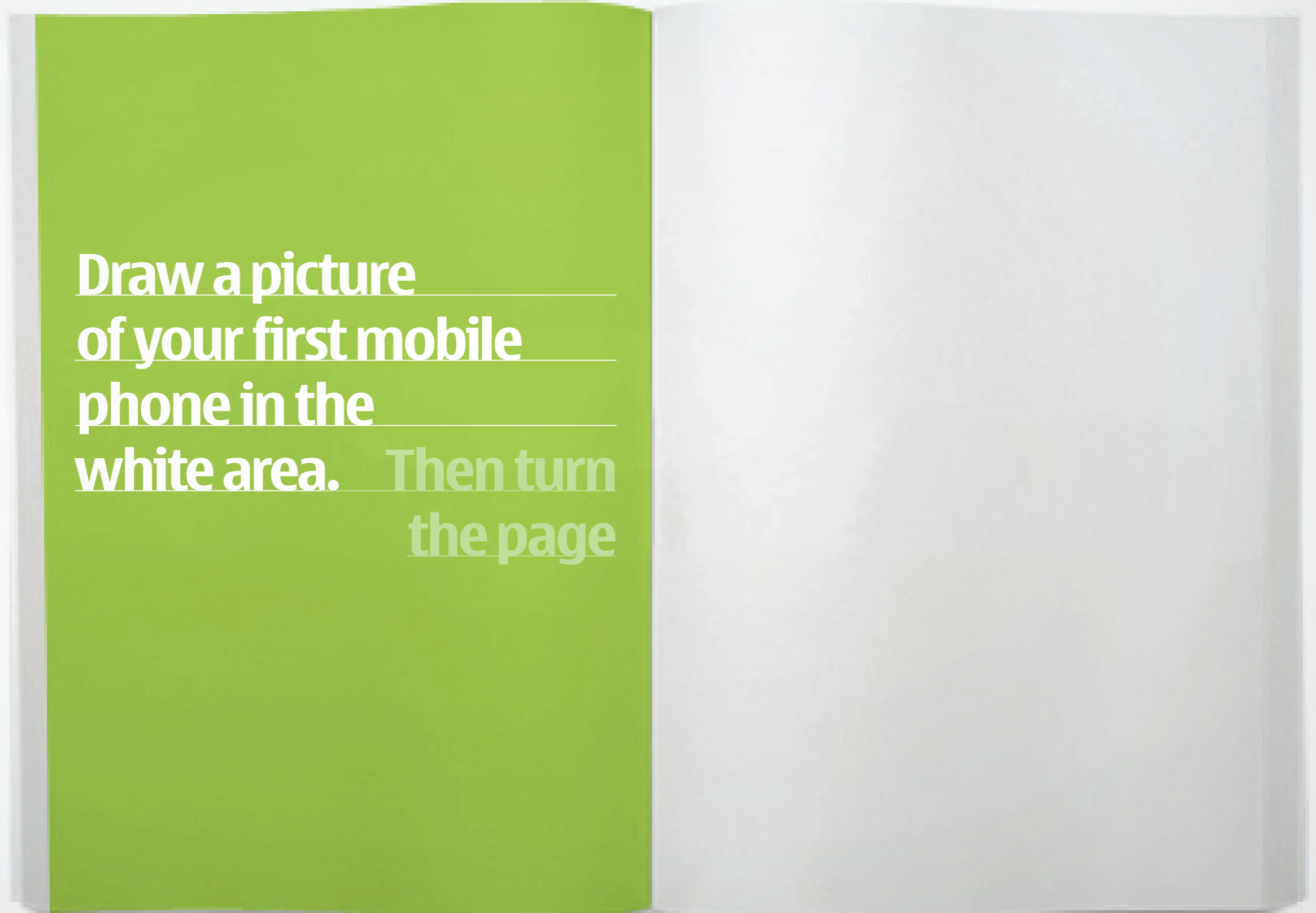
Nokia Originals.
Back to the future.

Did it look like this?



Ad 2A

**Draw a picture
of your first mobile
phone in the
white area. Then turn
the page**



Ad 2B

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The Nokia you know, re-imagined.

Nokia Originals.
Back to the future.

Did it look like this?



Ad 3

**Back to
colour.**

**Forward to
super-slim.**



Nokia Originals.
Back to _____ the future.

Billboard

**Back to
basics.**

**Forward to
touch screen.**



Nokia Originals.
Back to _____ the future.

Ad 4

Nokia Originals. Back to the future.

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The Nokia you know,
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Ad 5

We're going back to basics.
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The Nokia you know, re-imagined.

Nokia Originals.
Back to the future.



Ad 5

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The Nokia you know, re-imagined.

**Nokia Originals.
Back to the future.**

Introducing / Nokia Originals. The film.

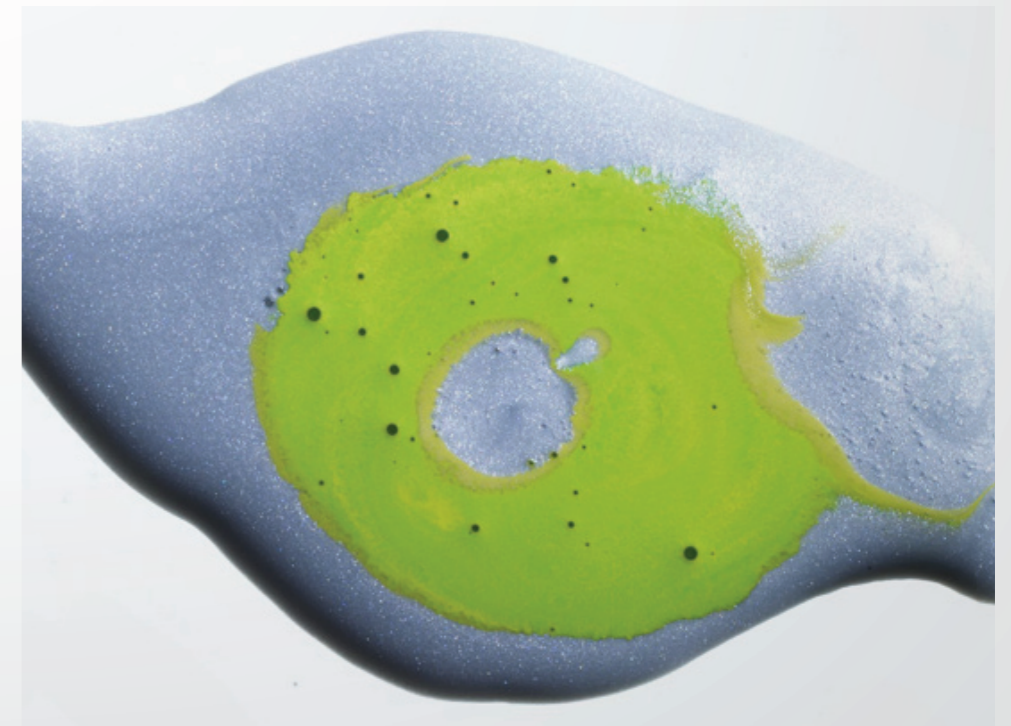
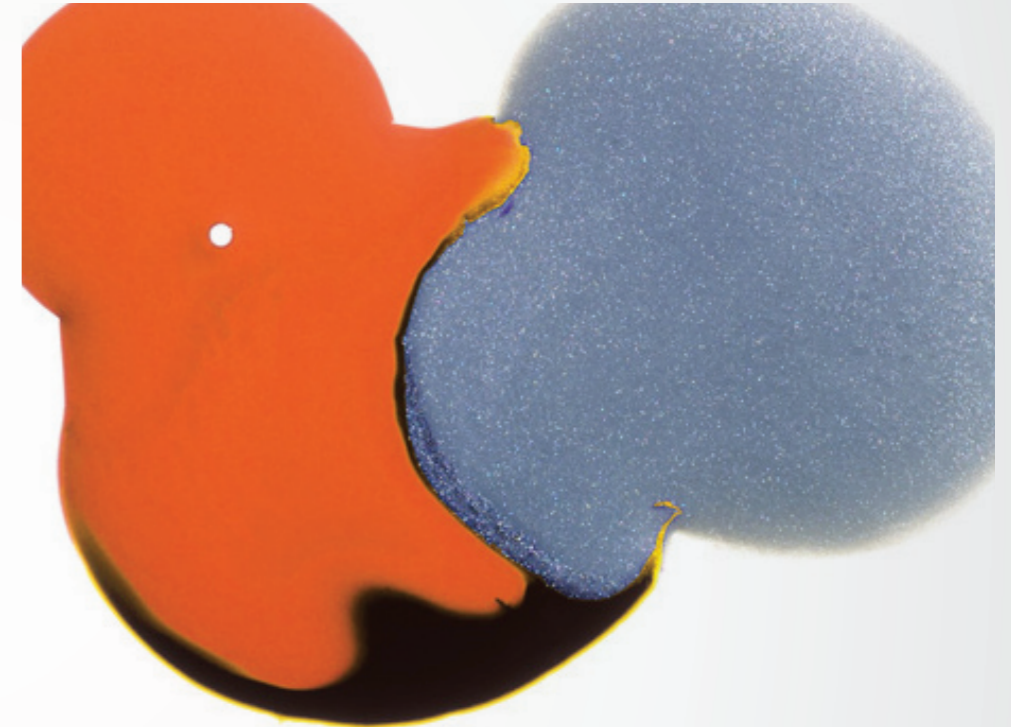
Intention

- Intrigue with the materials.
- Tease and reveal. Suggest.
- Colorful. Playful. Friendly.

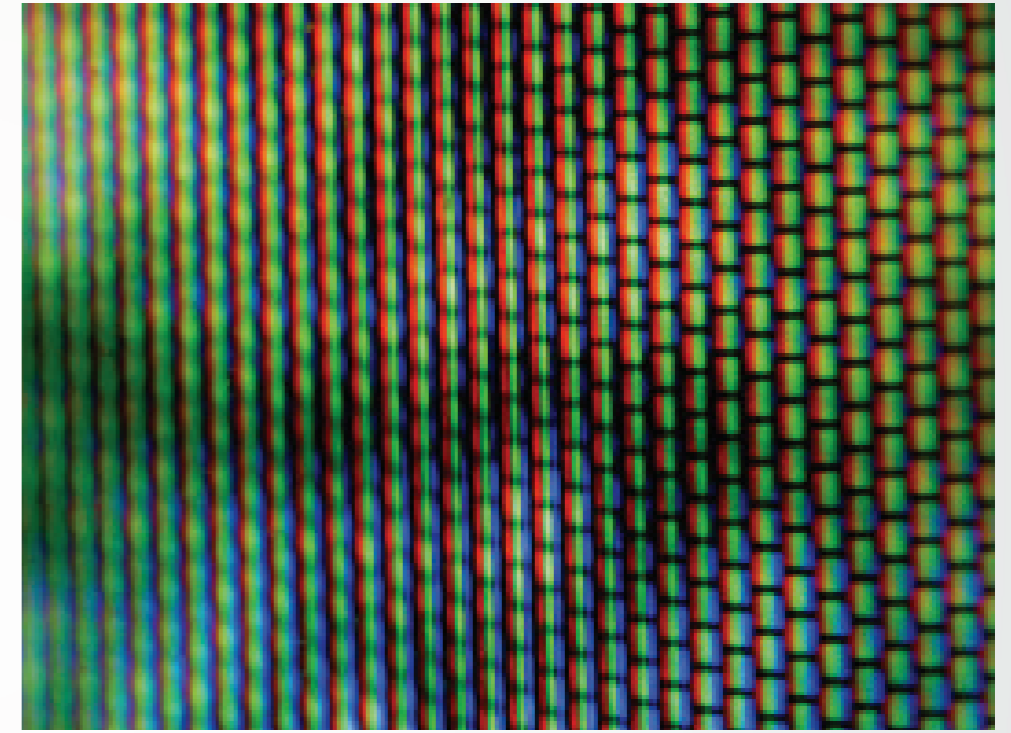
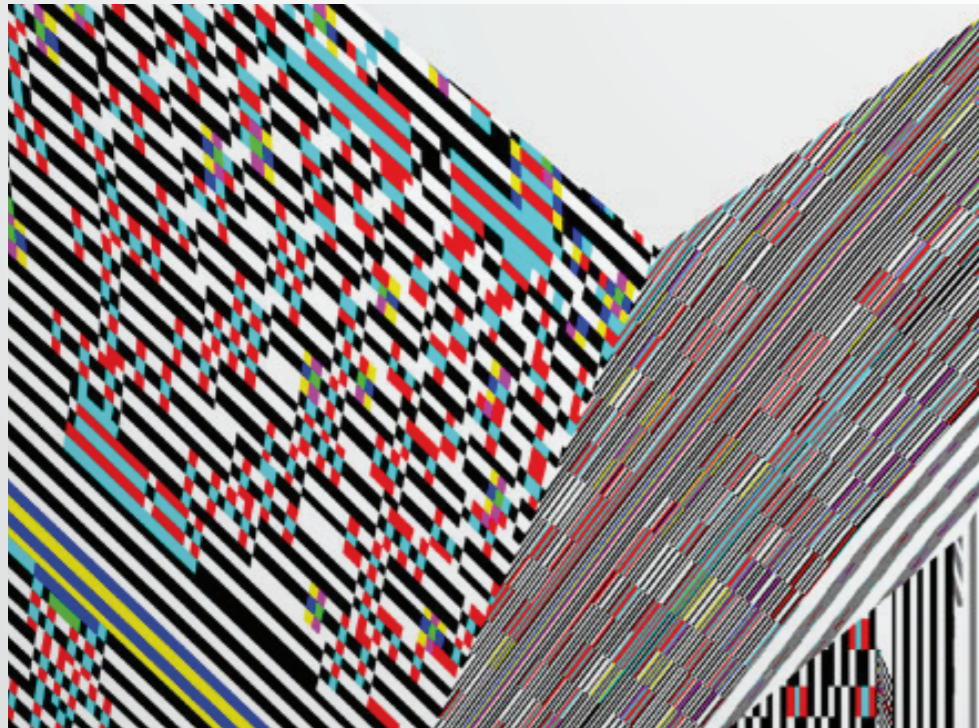
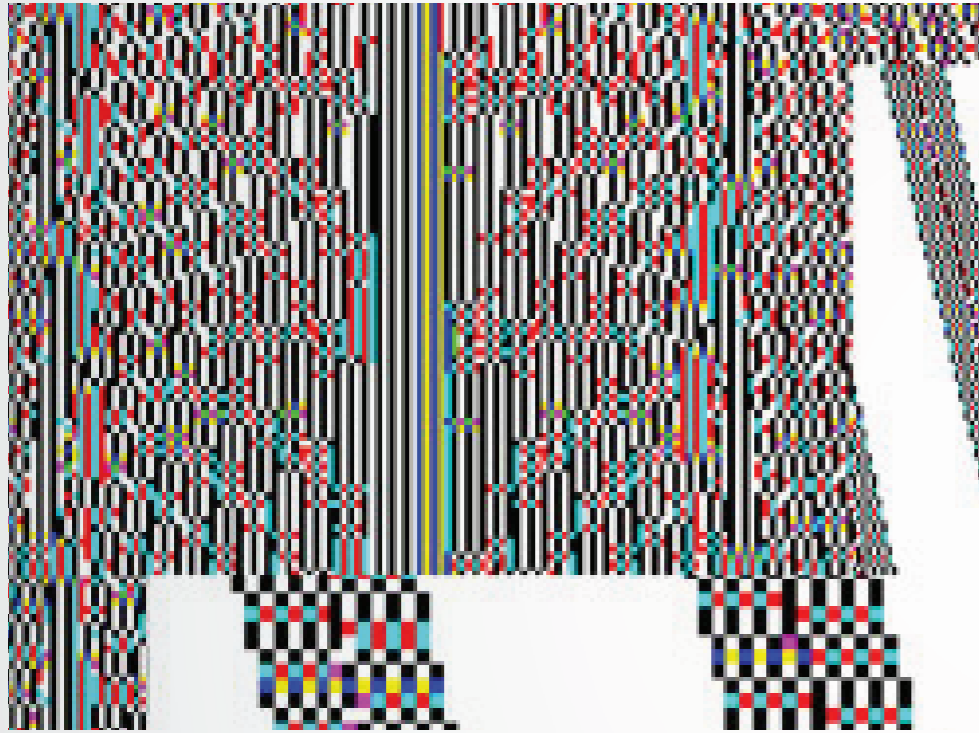
Communicate

- Colour-shape.
- Thinness.
- Hybrid Touch.
- Nokia smile.

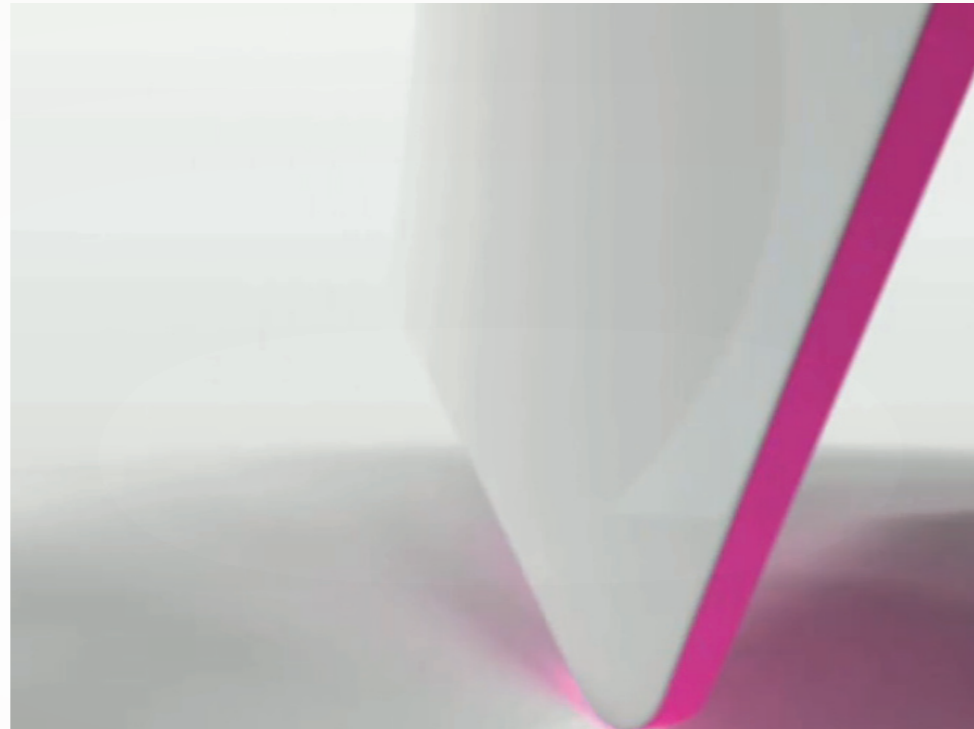
Plastic and shape.

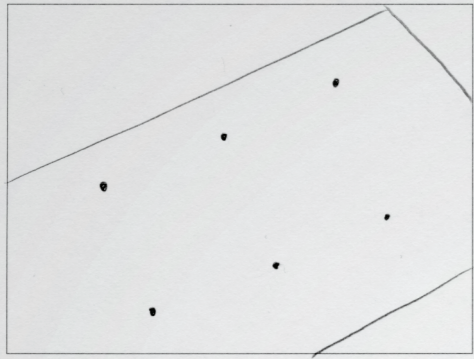


Pixels and screen.

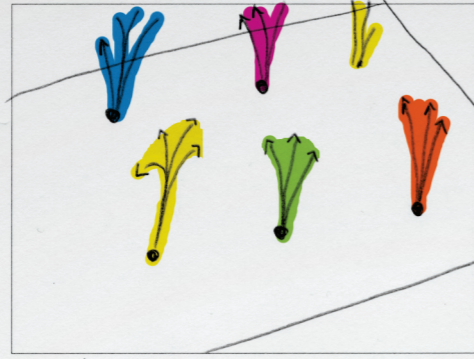


Environment and rendering style.

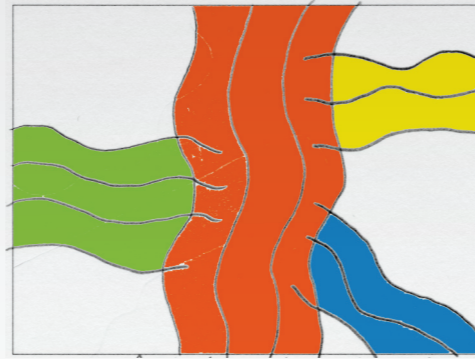




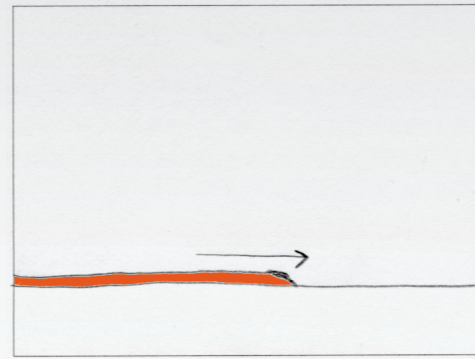
A grey surface. A grey landscape. With some holes on it.



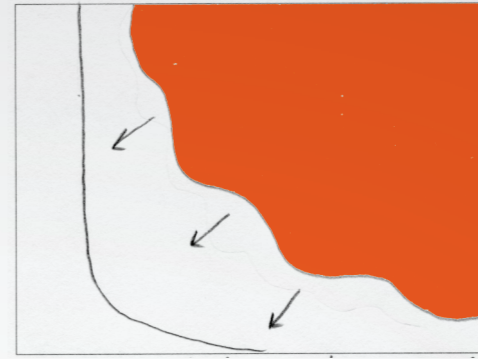
Very thick plastic in liquid status starts coming out of the holes. It's a colour splash in a grey world.



Rivers of plastic run and mix with each other.



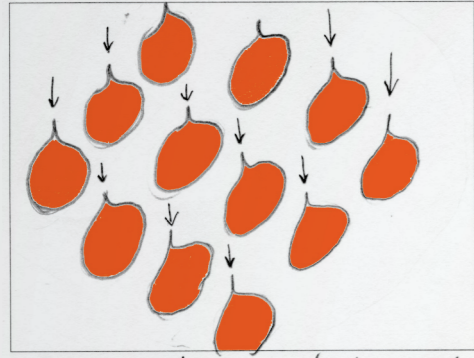
A thin layer of orange liquid plastic on a surface represent the thinness of the product.



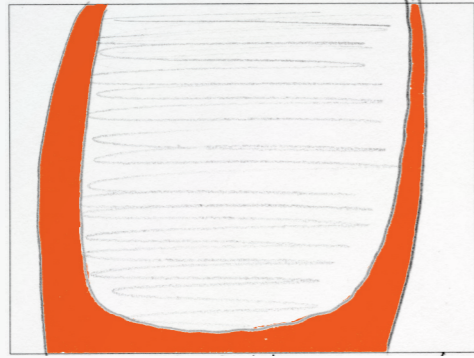
The liquid plastic starts creating some of the recognizable shapes.



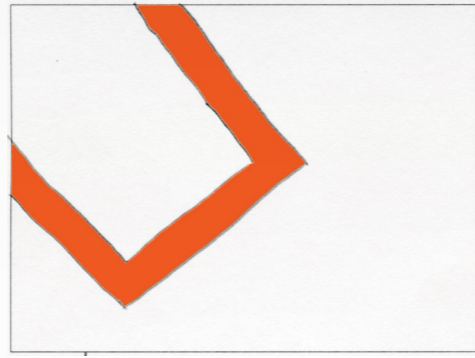
Another close up of the thick plastic. This time, the plastic is bubbling, a bit like boiling water.



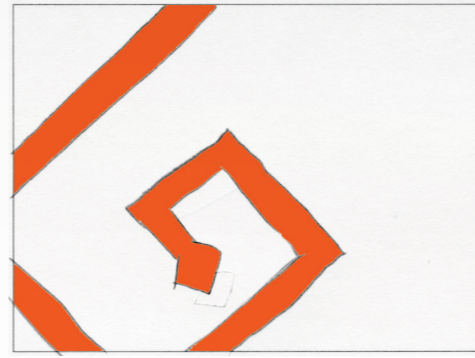
Liquid plastic drops create the key menu buttons, with their recognizable round shape.



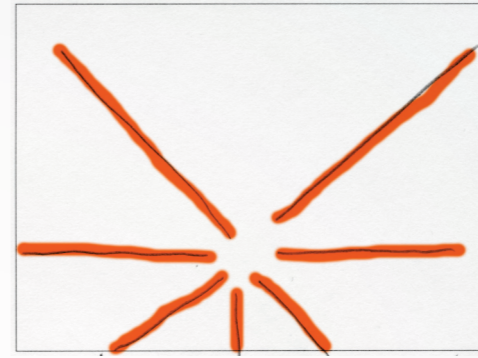
An eruption, bubble with the noise of a raspberry creates the space for the screen.



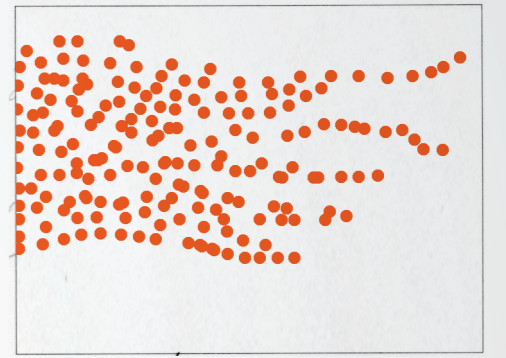
Old style snake game



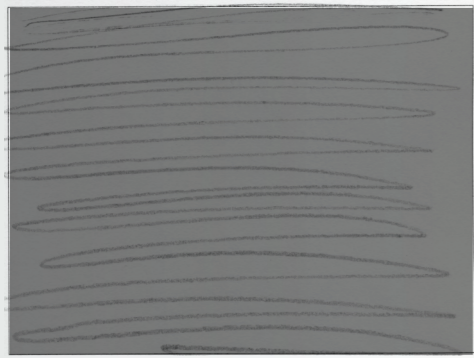
Snake intersects and explodes.



It creates an explosion of points, pixels, light dots.



The pixels travel.



When they enter the screen the light disappear and everything goes dark..



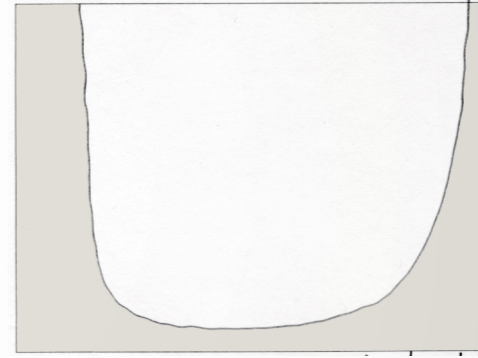
White liquid plastic starts creating a shape



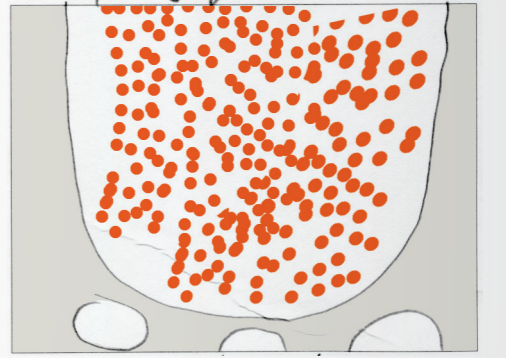
The shape grows...



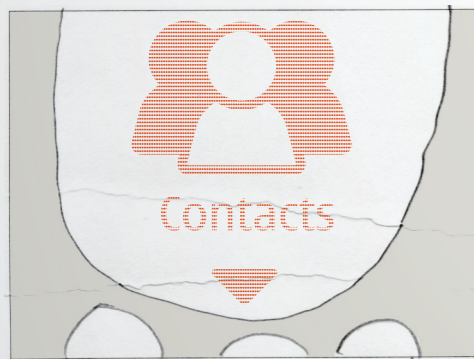
And grows



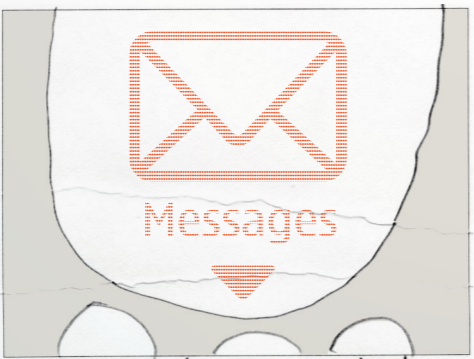
Is the nokia smile



Bright pixels appear on the screen gradually.



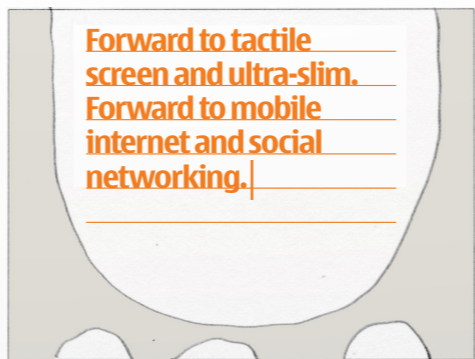
The moving pixels create the icons and they react to a tap in the screen, representing the fact that this is a touch screen, they move like particles but with playfulness and grace.



Menu down. Tactile.



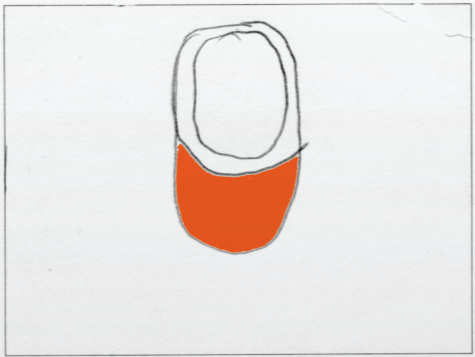
Texting in the screen.



Texting in the screen.



Texting in the screen.



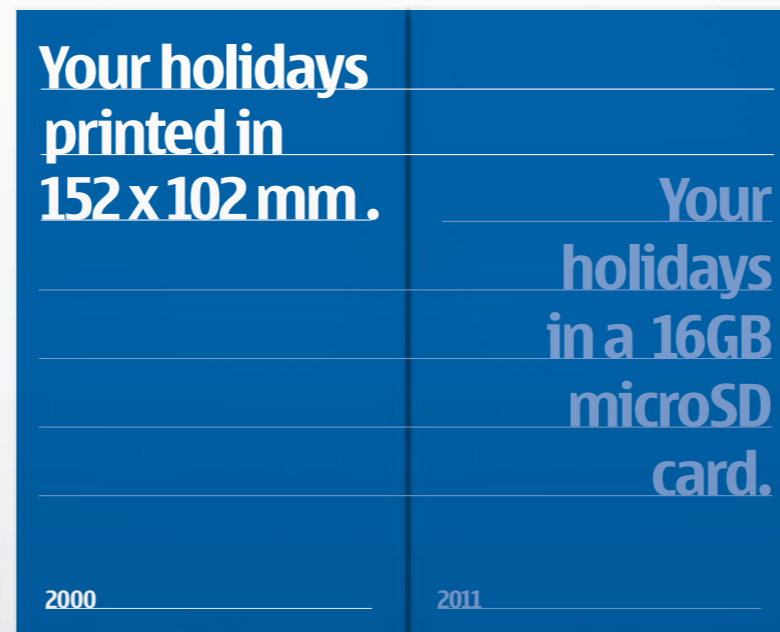
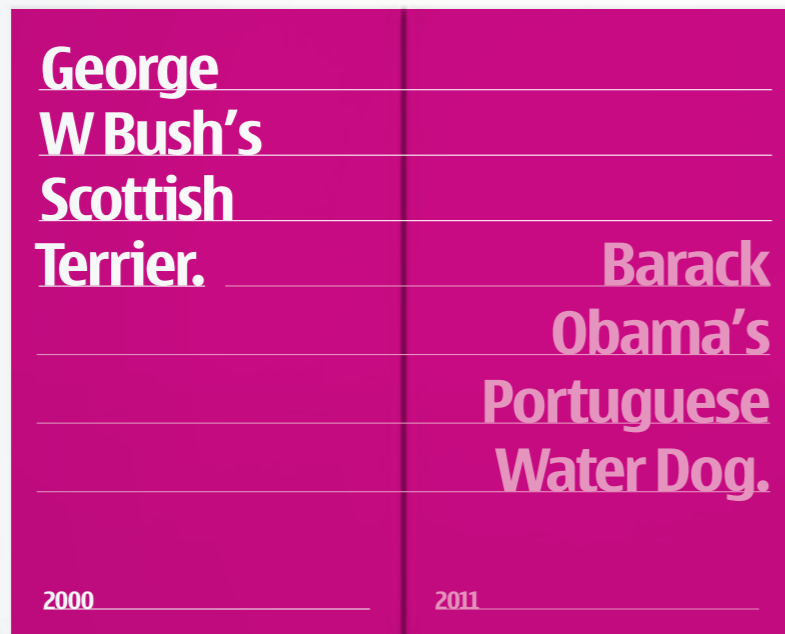
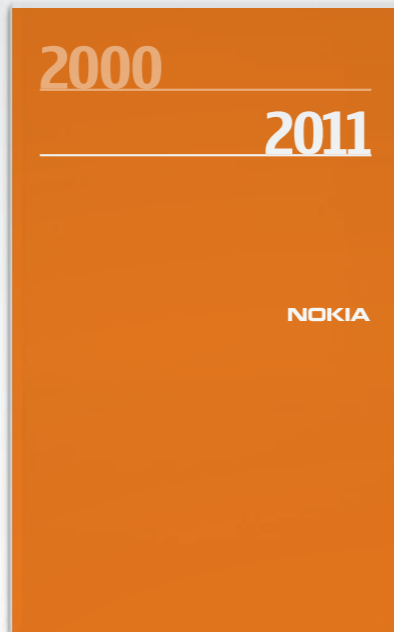
The phone is revealed.



The range is revealed.



The range is revealed.



Introducing /
Nokia Originals.
To be continued.