

About Nokia Ad Business

Nokia Ad Business combines the recently acquired Enpocket, the global leader in mobile advertising, together with Nokia Ad Service and Nokia Advertising Connector, to build the world's largest open marketplace for mobile advertising. Nokia Ad Business offers advertisers unrivalled reach to global audiences through advertising on premium advertising network and provides brands with end-to-end, turnkey solutions that make marketing to the personal device simple and effective. With an award-winning platform and worldwide partner network of mobile operators and publishers, Nokia Ad Business delivers high return-on-investment (ROI) mobile advertising experiences.



SNCF on track for success with IDGTV

The client - SNCF

SNCF is the national railway of France, providing high-speed train travel throughout Europe. The group, with four major divisions: freight, public transport, European travellers and infrastructure, had a turnover of 22 billion Euros in 2005. IDGTV is a new service from SNCF that will be delivered entirely over the internet.

The challenge

The objective of the campaign was to build awareness of IDGTV amongst the target market of young workers, couples and affluent consumers between the ages of 25 and 45. The campaign offered these mobile users the opportunity to visit the site to view videos of the company's innovative "Les visionnaires" advertising campaign and to have the chance of winning prizes such as MP3 players.

The results

SNCF's agency opted for an initial trial campaign in order to test the IDGTV proposition. This month-long test produced a very impressive click through rate of 16%. SNCF and its agency were delighted with the results, and hope to discuss further mobile opportunities. Aerodeon, part of Carat, which is the advertising agency responsible for the campaign, is also recommending the Nokia Ad Business solution to a number of its other clients.

Client: SNCF IDGTV, France

Sector: transport

Challenge: increase awareness of IDGTV

Solution: a test mobile advertising promotion

Result: 16% CTR

Future: campaign roll-out

Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries.

www.adservice.nokia.com