



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.

Universal success for download campaign in France.

The client - Universal Music On Line (UOL)

Universal Music On Line (UOL) is a world-leader in the music industry with an estimated worldwide market share of around 25%* and the world's largest digital music catalogue. The group's global operations include the development, marketing, sales and distribution of recorded music through a network of subsidiaries, joint ventures and licensees in 77 countries worldwide. A unique part of UMG's strength is its diverse family of record labels including: Barclay, Decca Label Group, Geffen Records, Island Def Jam Music Group, Machete Music, Mercury Records, Polydor Records, Universal Motown Records Group, Universal Music Latino, Universal Music Group Nashville, and Verve Music Group.

The challenge

The objective of UOL's campaign was to increase the volume of its music being downloaded by mobile users in France. The campaign, which was launched in May 2007 with a one-month trial delivering 200,000 impressions, promoted music downloading through creative banner advertisements. By clicking on the ad banners, mobile users were connected to the Universal music mobile site where they could download the latest hits to their mobile handsets. The campaign targeted young people, between 15 and 35, including students and members of the working population who had a known liking for music and technology.

The results

UOL's initial trial campaign achieved a hugely impressive click through rate of 19.18%. The company was so delighted with the result that it commissioned a new campaign running from September through to December 2007. To date, this campaign has delivered CTR's of more than 13%. As a result of this success, UOL's advertising agency is planning further campaigns for Universal as well as for a number of its other clients including Aol and Société Générale. Nokia Ad Business has become a clear recommendation in the agency's media plan.

Client: Universal Music On Line (UOL), France
Sector: entertainment
Challenge: drive wapsite sales
Solution: a test mobile advertising campaign
Result: 19.18% CTR
Future: campaign roll-out

Yann Wegerhoff, Consulting Director of LD Mobile Média, Universal's ad agency in France:

"We chose to work with Nokia, as they are leaders in their field, and we were right. Now, we are working with Nokia on five different campaigns, for five famous brands. The results of campaigns are really good and our clients are delighted to work with Nokia. That's definitely a recommendation for a mobile advertiser and we want to continue this strategic partnership"

Nokia

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

www.adservice.nokia.com