Brand & Design Priorities

A very human story.

Keith Pardy & Alastair Curtis
The most loved & admired brand in the world.
Our belief...
No matter what makes us different, we share one thing.
The uncomplicated desire to connect.
To find what is important in people’s lives...
First, we observe.
The often small, the sometimes big moments of everyday.
And then, we design.
Observe then design.
This is our very human approach to technology.
**Best Global Brands 2006**
A Ranking by Brand Value

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Change in brand value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Coca-Cola</td>
<td>-1%</td>
</tr>
<tr>
<td>2</td>
<td>Microsoft</td>
<td>-5%</td>
</tr>
<tr>
<td>3</td>
<td>IBM</td>
<td>5%</td>
</tr>
<tr>
<td>4</td>
<td>GE</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>Intel</td>
<td>-9%</td>
</tr>
<tr>
<td>6</td>
<td><strong>Nokia</strong></td>
<td><strong>14%</strong></td>
</tr>
<tr>
<td>7</td>
<td>Toyota</td>
<td>12%</td>
</tr>
<tr>
<td>8</td>
<td>Disney</td>
<td>5%</td>
</tr>
</tbody>
</table>
Nokia wins consumer hearts by **4:1** margin...

**Brand Preference by Area**

<table>
<thead>
<tr>
<th>Region</th>
<th>2004</th>
<th>2005</th>
<th>Q3’ 06</th>
<th>Others</th>
<th>#2 Competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N. America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latin America</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APAC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Global Brand Preference %**

39 43 46

Source: Global brand tracking data ex Japan-Korea. Brand preference weighted by population.
Four ways we’re evolving:
Creative philosophy & culture.

How we innovate.

Observe then design

How we Express Nokia.

Organize Around Needs.
Our ultimate goal:
Products people fall in love with.
Nokia Design, a world leader in design innovation, creativity & culture.
Creative Culture.
Multidisciplinary teams & collaboration.
Inspiring environment.
Celebrating ‘total design.’
Observe then design.
Simply beautiful objects that simply work.
Grow meaning of Nokia.
Achieve
Nokia Eseries
Collaborative
Business solutions.

Explore
Nokia Nseries
Technology
leadership.

From 15+ to 6 - 8 campaigns

Connect
Essence of Nokia.

Live
Design leadership
To elevate the brand.
Life. Love. Lust.
from...
That track that leads to a call that leads to another night out that goes on far too late.
kiss, kiss, reject call, kiss, kiss, kiss,

The Nokia 6131 makes communication second nature
When you hear Blues on a Nokia N91 the sound quality will fill you with joy. **Imagine** that. A Blues song filling you with joy!
Get email. Get ideas.

Get together.
Designing the future.
‘Our interest is in the future because we are going to spend the rest of our lives there’.
Innovation rules.
innovation

Never stop exploring.
innovation

Dare to be different.
innovation

Take more risks.
innovation

Rapid prototyping.
innovation

Become a champion.
2010 a view of the future.
Connect
Explore
How we innovate.

Organize around needs.

How we express Nokia.

Creative philosophy & culture.

Faster to market.

Observe then design

How we express Nokia.

Increased preference.

Organize around needs.

Simplify choice.
To create the most loved & admired brand in the world.
Thank you.