

WHAT

Nokia G42 5G is manufactured by HMD (Human Mobile Devices) - the largest European manufacturer of smartphones and makers of Nokia phones. ITW Influence on-boarded Indian actress Mrunal Thakur to be the face of the Nokia G42 5G campaign.



OBJECTIVES

The main aim of this campaign was to increase sales and brand awareness for the Nokia G42 5G.



EXECUTION

Mrunal Thakur was chosen based on her relatability and authenticity, which strongly resonated with the intended audience. The demographic composition of her Instagram fan following of 10.8 million allowed us to connect with the target demographic in Tier 2 and Tier 3 Indian cities.

During the campaign period (September 2023 to November 2023), the brand released two reels with innovative concepts to maximize brand recall, drive sales, and enhance the visibility of the Nokia G42 5G.

- **The first reel was launched on 10th September 2023.** We suggested a visually appealing video with a unique USP of implementing the popular game 'Dumb Charades' articulated by Mrunal Thakur. The fans had to guess the tagline of the product, "Move Fast," resonating with cellular network technology integration, "5G," in the Nokia G42. The overall idea behind the concept was to make Instagram users curious, engage them, and capture their attention.
- **The second reel was launched during the Diwali season** to embrace the festive spirit with the audience, taglined as "So Pink and So Purple." This campaign harmonized seamlessly with the joyous atmosphere, creating a captivating and relatable narrative.

RESULTS

The campaign surpassed expectations in achieving its overarching objectives. The focus was to elevate brand awareness and propel sales within the target audience.

The reels reached over **3.6 million viewers** and had an **engagement rate of 8%** which is significantly above the industry average.