

**The Challenge**

As part of a multi channel campaign, Nokia wanted to build a mobile campaign that would be able to reach consumers in a relevant environment and educate them on the benefits of the Nokia Lumia smartphone and how it works.

**The Solution**

To maximize consumer interaction with the Nokia Lumia device, InMobi created a motion-activated rich media ad. The solution enabled consumers to discover the functionality of the smartphone in their own time by clicking through the different areas of the home screen. Once they arrive at each area, users had an option to explore the area and click for more information.

**The Results**

The campaign achieved an average CTR of 0.82%, with a peak of 1.39%. Engagement levels on the rich media site were incredibly effective, achieving an average 2min 20sec visit duration for every unique visit. Average % of new visitors was 79.3%, achieving the goal to expose the product to new customers on an ongoing basis

# Nokia achieves deep levels of engagement with Rich Media mobile execution for the Nokia Lumia campaign

<b>Agency</b>	Carat
<b>Objective</b>	Build brand recognition and engagement
<b>Target</b>	Smartphone users
<b>Solution</b>	Banner to rich media creative
<b>Platform</b>	iOS, Blackberry and Android devices
<b>Results</b>	0.8% CTR with a peak of 1.39%, average duration of visit of 2 min 20 sec



The mobile element of this campaign focused on educating and demonstrating the benefits of the Nokia Lumia smartphone to consumers. The rich media execution provided an engaging and interactive user experience in a highly relevant environment. It delivered far beyond our expectations and resulted in being the lowest cost per engagement channel for our entire campaign.