



# Nokia Lumiere & Merlin

## Global viral campaign

*farfar*

## The concept:

A ninja in a traditional black ninja suit demos the Lumiere and Merlin, in connection with the New Fusions campaign.

## Why a Ninja?

- A ninja portrays perfect balance. He is in flawless tune with all of his senses, a powerful body and intelligent mind work as one.
- He is as such the human embodiment of the Lumiere and Merlin.
- Through the Ninja's incredible physical skills we can create visual experiences that no other character can offer

## What kind of Ninja?

- The ninja we wish to portray is very skilled
- This is not intended to be funny because the ninja is dodgy.
- The ninja allows for new and original ways to interact online.
- Through the presentation of a ninja, the devices will generate buzz.

## The Ninja is an Internet phenomenon

- Ninjas are extremely popular characters on the Internet
- The popularity is well spread across all spaces, from videos on youtube across to facebook and other social media spaces
- **NB:** We are not "getting on the bandwagon" - our choice of a Ninja relates to his physical skills and the interaction possibilities



# Why a Ninja works: (some few examples of all the possibilities)

## WEBCAM



Nseries WOM World



WOM viral support

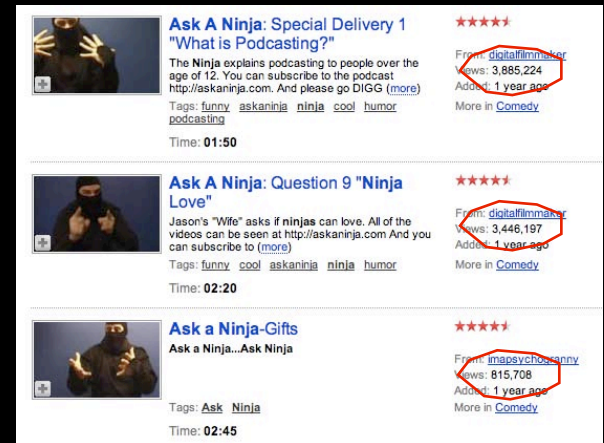
### Urban Ninja

18 million< views on youtube.  
A ninja in the shape of the extremely popular Parkour style, stealth, body control, extreme movements



### Ask A Ninja

3,5 million< views on youtube.  
A comic character in the shape of a ninja who bases his jokes on the fact that he is a ninja in everyday life. Extremely popular website, and devoted group of fans who follow every update.



## Is it possible a Ninja could be perceived the wrong way?

Perhaps. But we aim to ensure that this would never be the case.

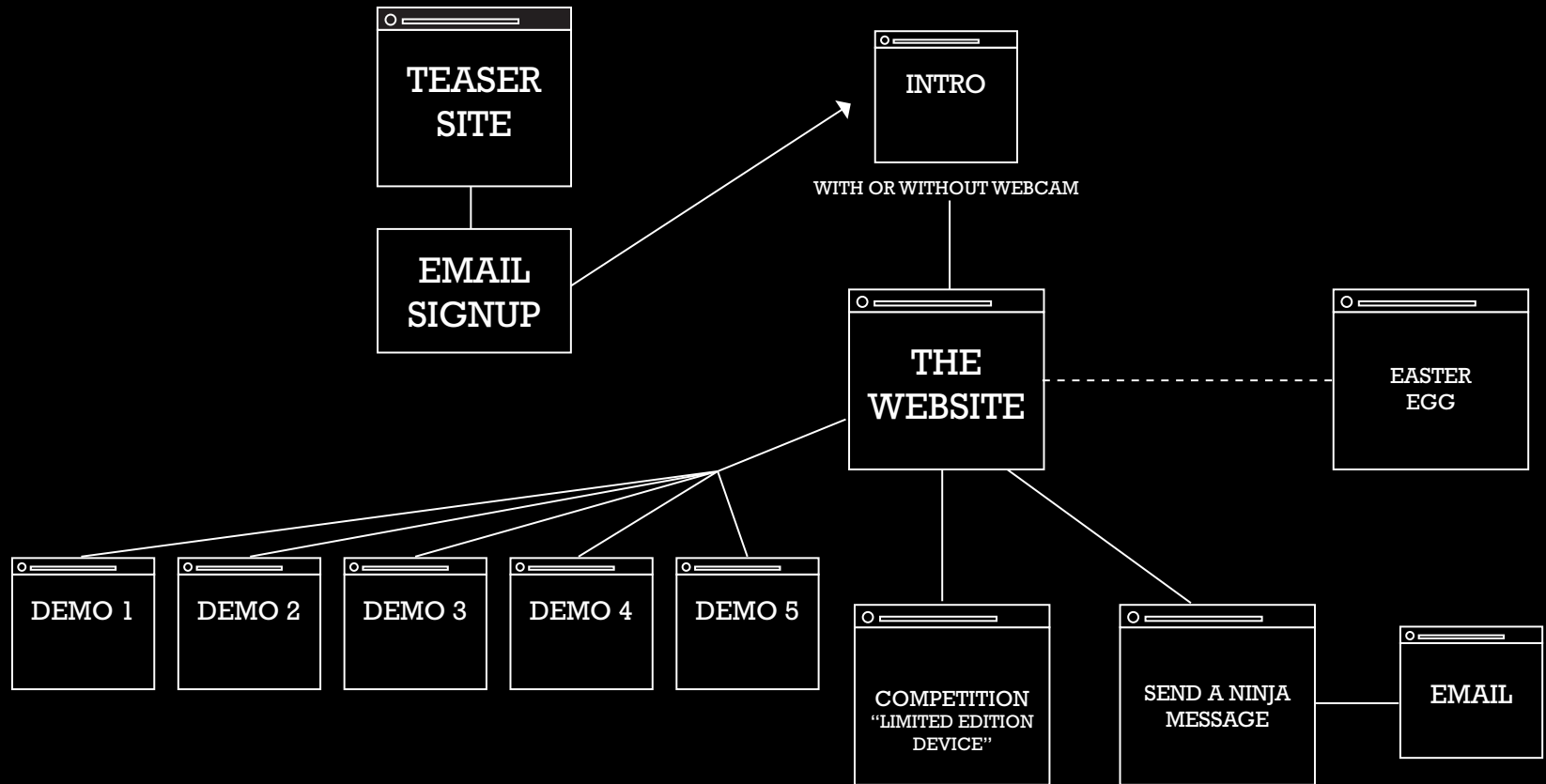
- With a weapon, he would appear fearsome. Without any weapon in sight, he will not appear fearsome in any way, and much less so for the specific target groups we aim to reach.
- With no weapons, or movements that relate to such items, we will simply be illustrating an alternative and joyful way of learning about the devices and how to use them.
- The focus will therefore lie on all the other aspects that come with a ninja. Espionage, stealth, scouting, and similar well-known qualities of a ninja.
- These qualities also present the possibility to skew our product demonstrations in context with the ninja; hide-and-seek, gymnastics, orientation, wisdom, balance, power etc.
- A ninja is by far the most visually intriguing character that possesses all the features that we desire. In fact, he may be the only kind of character that possesses all of these features.

### And in Japanese?

The word ninja is also shinobi in Japanese, where the core meaning essentially translates to "one skilled in the art of stealth."



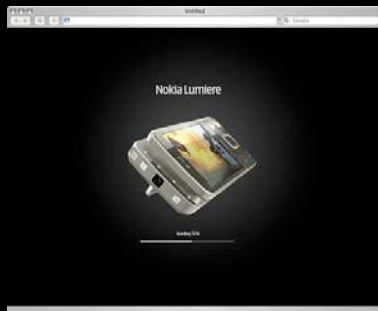
# The Siteflow



# Arriving at the site: The Intro

- When visitors arrive at the site, they are asked whether they would like to allow their webcam to be active.
- Once they activate the webcam, they will be able to control the movement of a device visible on screen using their hands or head, or any kind of movement.
- Instructions prompt the user to touch the device, or try to grab it. At this point of interaction the ninja appears and we capture an image.
- This image and the face expression can then be used through different parts of the site.

1.



Arriving at the site -  
controlling the movement  
of the device with the  
webcam.

2.



The ninja appears -  
image is captured  
through the webcam.

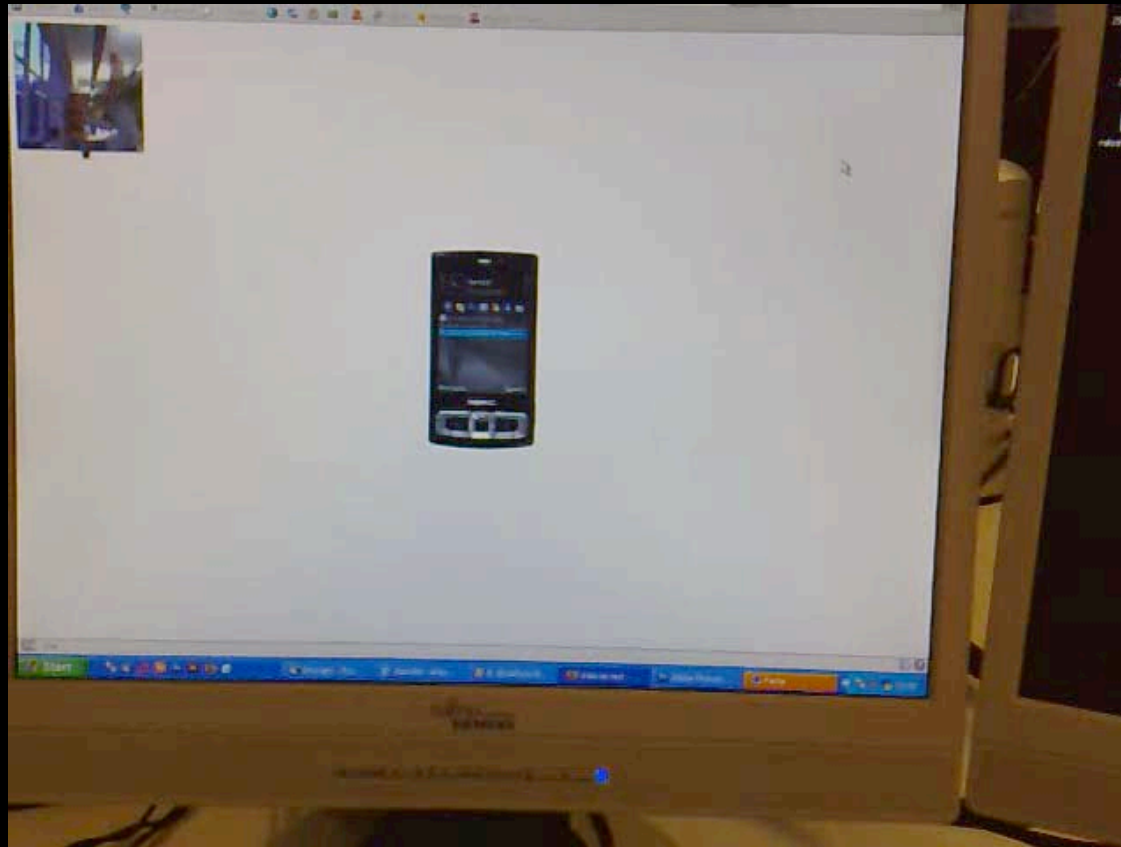
3.



Your face expression!

# A quick test of how the interaction with the webcam would work.

Note the user interacting in the top left hand of the screen.



## Using a webcam/users who don't have a webcam

- A webcam allows for a unique and fresh approach to navigating and interacting on a website
- Being the first to implement this on a site will set a new benchmark for website experiences in itself
- Webcam owners are growing by the day due to the popularity of using these while chatting with friends etc
- Users who do not own a webcam will be able to explore and participate in the site similar to those who have one, but through their mouse and keyboard
- By tracking areas of the screen we can have users either use their webcam or mouse and interact at certain moments to progress through the product demonstrations.



# Main site front page



The site offers a straightforward view with everything available from one viewpoint. From here all product demonstrations are selected, as well as the additional buttons that include the limited edition devices (competition), the ninja message, and the products on nseries.com

# The Ninja product demonstrations

- Product demonstrations that focus both on the features of the devices, and also on the notion and experiences of New Fusions.

- Demos/Fusions examples that we can create interestingly through the Ninja:

Maps <---> Photo

Photo <---> Online

Maps <---> Online

Maps <---> Music

Online <---> Video

- The way the ninja moves enables us to create interesting demos focusing on body, product, and experience all at once. The aspect of using a webcam further allows us to let the user come closer to the fusion experiences through interaction.

- These product demonstrations will be the core content of the actual campaign site.

# Send a ninja-message to a friend.

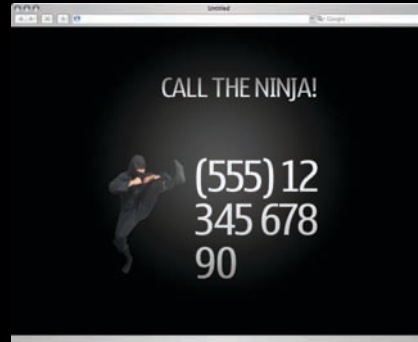
An example of how this could work:

1.



Use the ninja and his powers to send a message to a friend.

2.



The ninja instructs you to call him and record a message for a friend. Using a phone-call or through the webcam.

3.



When you call the ninja, you speak after the beep and record your message.

4.



The ninja-message will then be delivered to your friend in the shape of an e-mail.

5.



Your friend clicks the link, and meets the ninja – the message is played to your friend. Additionally your image from the webcam is displayed.

# The Limited Edition Ninja Devices



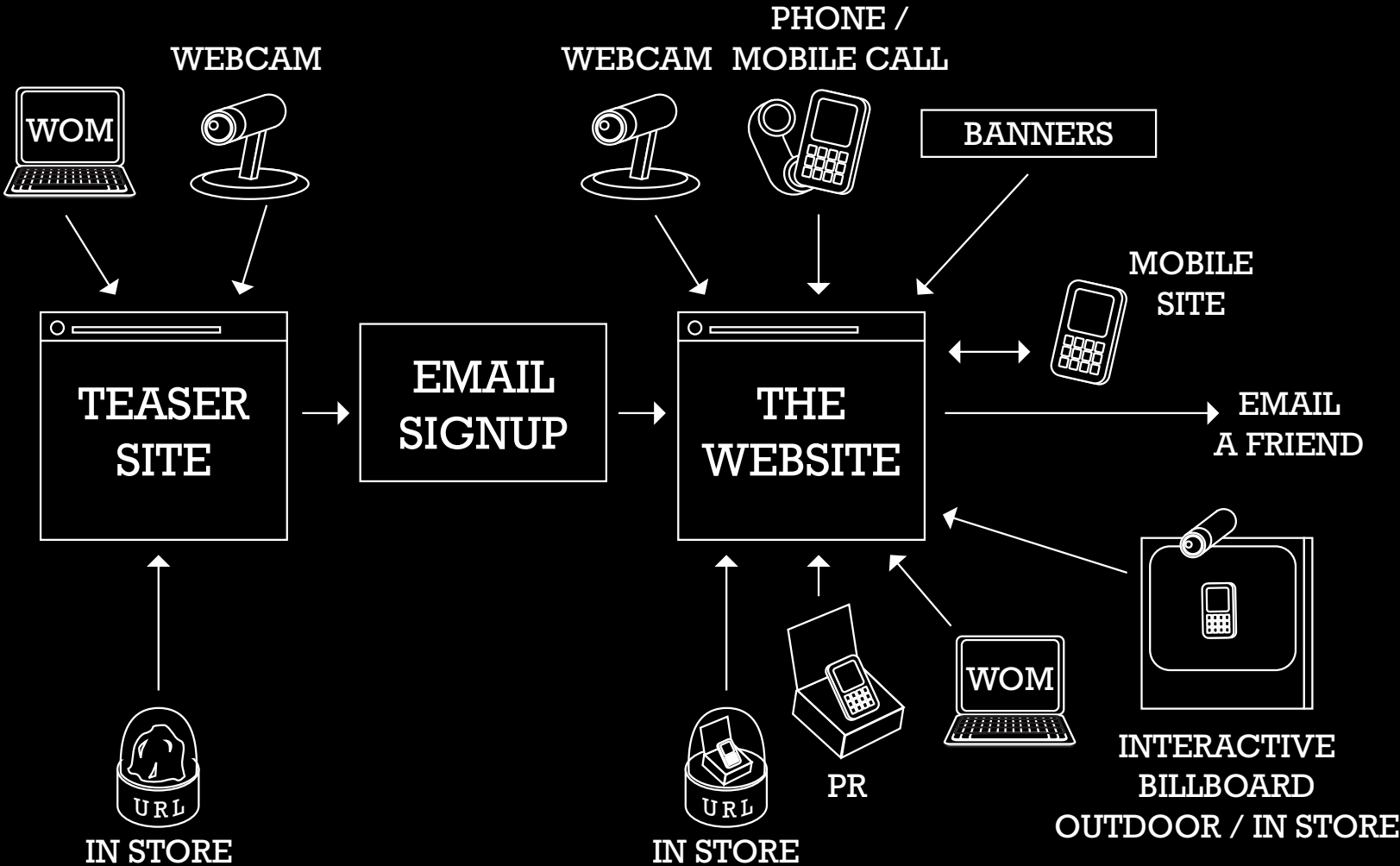
## Competition - Fill the 16GB:

- A number of specially ninja branded Lumiere and Merlin devices to be produced in beautifully themed packaging.
- The prizes for a competition that relates to the new capacity of 16GB of memory of the Lumiere.
- Visitors fill the 16GB memory with their desired content, bringing Ovi Suites into context, with content from music store, n-gage, and maps.

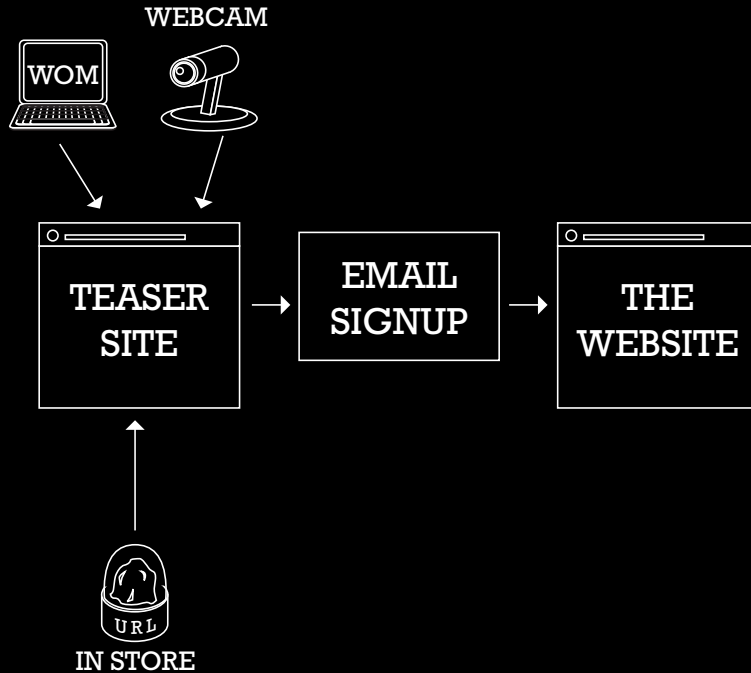
## Regional perspective

- Because the ninja's mouth is covered by a cloth it is easy to dub his voice for different regions. (although dialogue should be sparse).
- The competition can be regionalised to have the visitors fill the 16GB with material that is relevant to their country and culture.
- Additional regional ninja themed material can support the concept, such as banners, events, give-aways, instore, and more.

# The Campaign Mechanics

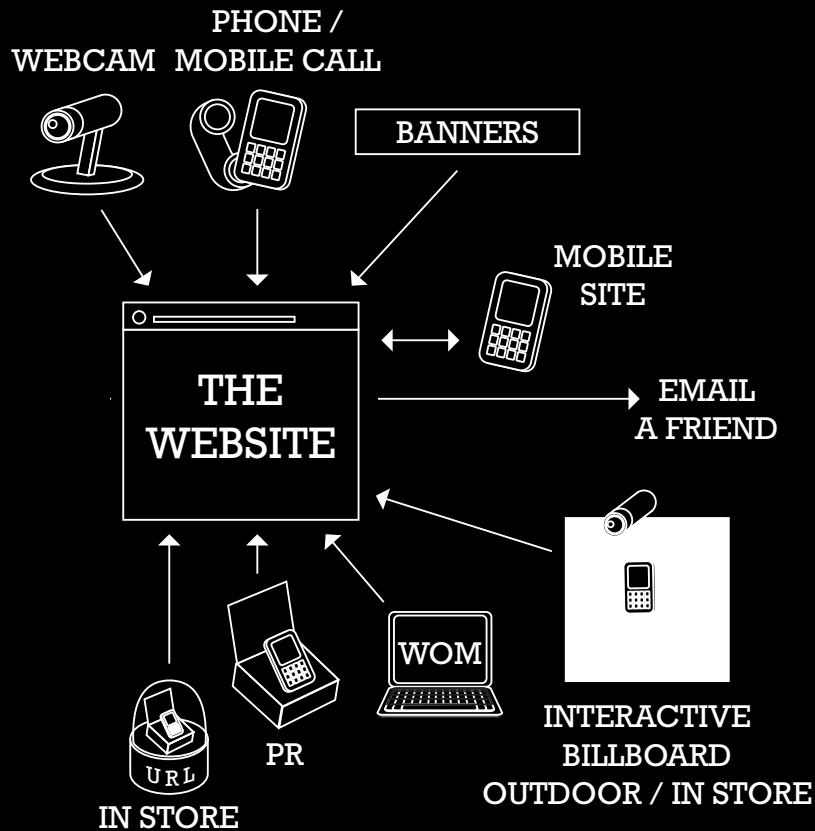


# The Campaign Mechanics: Teaser Site



- Similar to the launch of Bruce we would like to leverage both the product and campaign site with a teaser site
- Visitors who visit the teaser site will be able to view a dimmed out version of the product and use the webcam in the same way as the site intro; to twirl it around on screen and interact with the device
- An additional sign-up will allow visitors to keep themselves updated of the actual launch of both the product as well as the viral campaign site
- The addition of a teaser site will also spread across the online communities; 070829.com is good proof of how this works to our advantage
- Placing covered limited edition devices instore with the URL that leads to the teaser site will also intrigue and drive visitors to the site

# The Campaign Mechanics: Launch and execution



- The Ninja will most likely (in connection to Ninjas being Internet phenomenons) drive traffic through the simple fact that he is a Ninja who moves in extreme and exciting ways.

- The webcam feature will drive visitors to the site as it has never before been done in this way, or implemented into a microsite.

- The Send a Ninja-message to a friend has two advantages; it brings a friend to the site, and it carries viral values in itself.

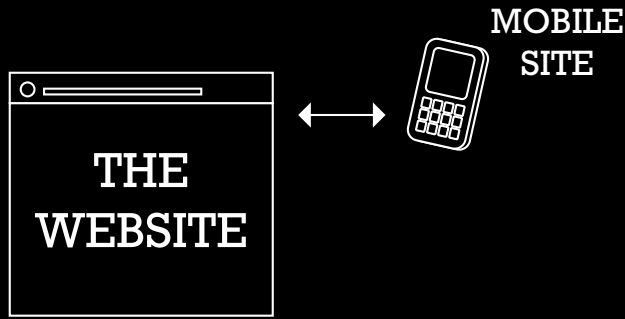
- Creating interesting banners based on a Ninja is a pleasant task that will both lead visitors to the site, but also increase the curiosity of the concept and products.

- The covered instore devices are now shown fully with an exclusive Ninja-branded casing and main site URL.

- Additional limited edition devices to be sent to influencers across the online communities

- Interactive outdoor/instore screens of the webcam intro that react when people pass by, allowing them to interact with the device through movement

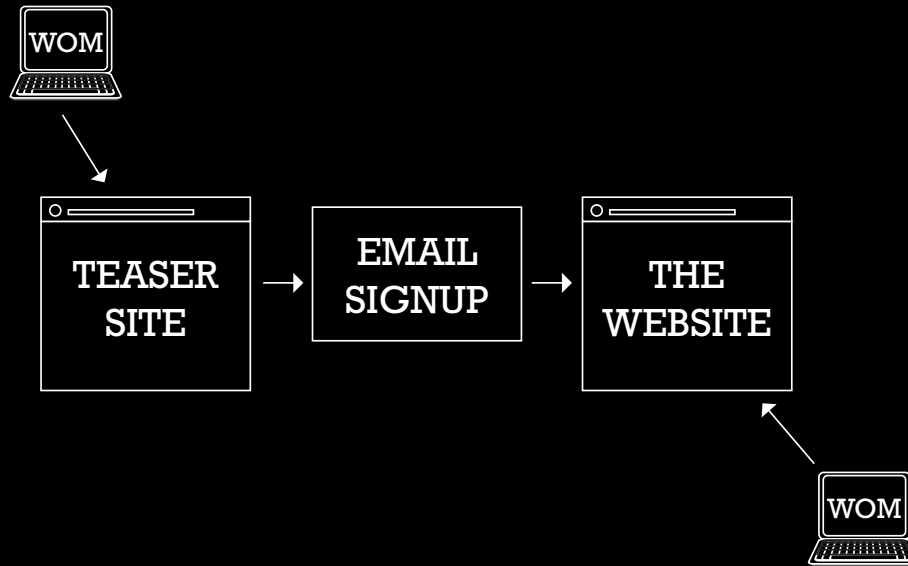
# The Campaign Mechanics: Mobile site



- The mobile site is to offer users the chance to place themselves behind the mask of the ninja.
- By taking a picture using a tracking device, the visitors of the mobile site can create their own image where they are dressed like the ninja and holding the device.
- Mobile site to also include downloads to support the concept such as UI themes, wallpapers, screensavers, etc that follow the design of the competition prize devices
- The possible addition of an easter egg could also be supported through the mobile platform with visitors here finding the clue/ password to unlock the secret section of the site.



# The Campaign Mechanics: WOM



- A Ninja challenge “Walk The Ninja Path” to coincide with the beta testing of Lumiere & Merlin

- All influencers taking the challenge to be provided with their own customised widget skinned for their venue - integrated beta testing and viral support

- The Ninja sets an exclusive group of key voices a special challenge, each issued on the Friday of each week and delivered via an ancient, hand written parchment.

- Digital assets with the challenge outlined is also sent to them so their audience can also read and participate in the challenge

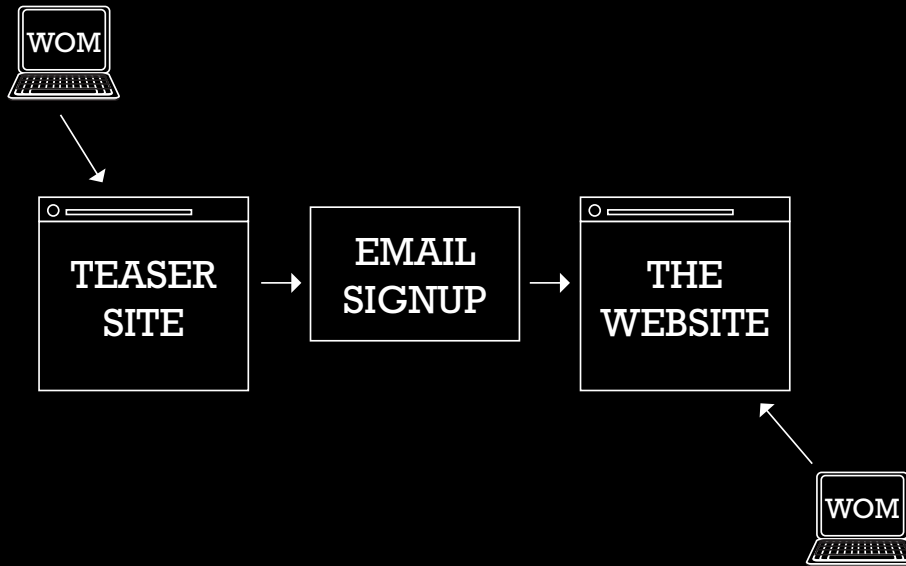
- Challenges might be combining images and GPS or fusing music

- Once each challenge is met, the influencer achieves a higher level by demonstrating the new fusions concept

- These videos are showcased on the viral campaign site each week

- Once the 4 Ninja challenges have been completed, the influencer achieves enlightenment and wins extended Lumiere trials for all his community members

# The Campaign Mechanics: WOM continued



## Trial programmes with a twist

- Let's create an army of Ninja reviewers across social media! Yes you read right
- Ninja suits sent out with each Merlin and Lumiere trial devices
- Challenge to each voice to produce a vlog 'how to' or product review in the suit creating potential content for 'How do I?' section

## Why?

- Great catalyst for making connections among the Nseries tribe. They are bound to link to each other!
- Provides an added 'talkability' factor over and above the device itself

# The Campaign Roll-out: Timeline

