

Innovation

Lessons

- **Shiv, Nokia – July 24, 2008**

Company Confidential

1 © 2008 Nokia

NOKIA

My lessons from personal experiences

The examples
here will be Hits
and Misses

Hit No 1 :

Meeting an

unmet need



Hit No 2 :

Pricing to Value winning

Company Confidential



Service
Innovation to
dethrone a
premium

Company Confidential

© 2008 Nokia

NOKIA



Company Confidential

Hit No 4 :

Packaging

Innovation to

grow a tired

market



**Hit No 5 : A new
avatar of an old
passion**

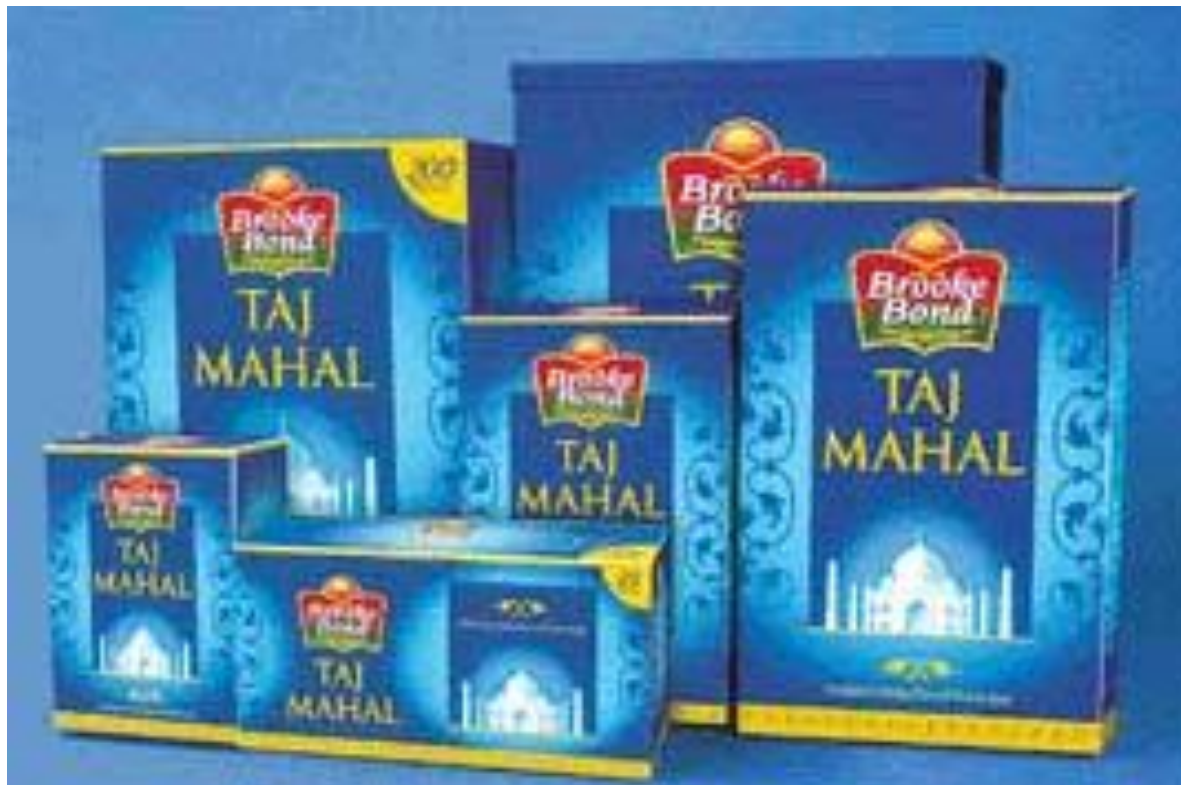


Hit No 6 :

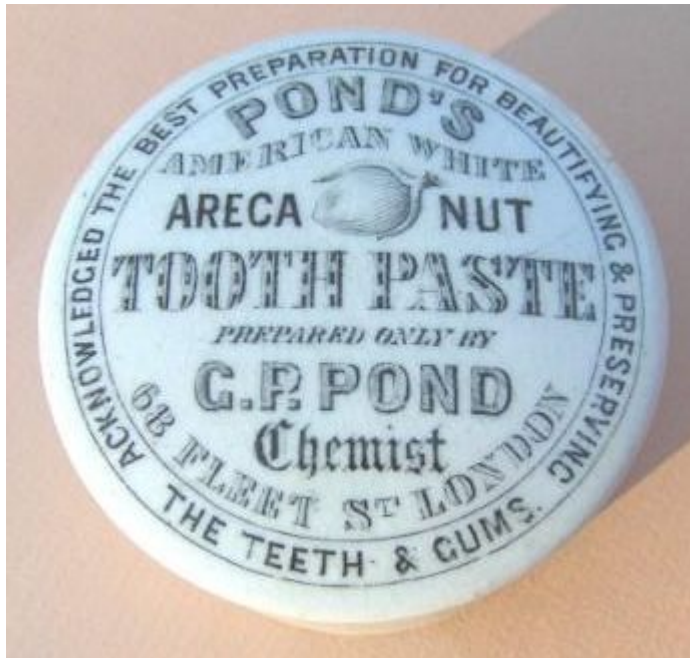
**Flexibility in the
same offering**



**Miss No 1 : Low
value add from
Premium
packaging**



**Miss No 2 : Not
understanding
sensory appeal.**



Miss No 3 : Failure to get partners in ecosystem



Company Confidential

Miss No 4 :

**Hopelessly global
or mindlessly
local ?**



Miss No 5 :

Luxury madness



Company Confidential

2 © 2008 Nokia

NOKIA

Miss No 6 :

**Neither Fish
nor Fowl**

Circa
1983

FROM 500 MILLION DOLLARS TO 1.2 BILLION IN TWO YEARS.

The dynamism which marked GPG's early years on his own continues today. In 1983, GPG hit the headlines when he overwhelmed his competition to tie up with Rothmans. For years, Indian manufacturers of premium brands struggled against the competition of smuggled international brands. By tying up with Rothmans, GPG hoped to do better, following the philosophy "if you can't beat them, join them." At the same time, he had spiked his Indian competitors. The Modi's company, Godfrey Phillips (India) Ltd., had been trying for several years to combine forces with Rothmans. GPG's success in doing so was the firing shot in a race among major Indian companies to either revive old international connections, or enter into new ones. Though the success of this venture, as well as the launching of the tumeric based cigarette, "Smokette", is yet to be gauged, there is no denying that GPG is a man with several aces up his sleeve. DAIL will continue to forge ahead,

Copyrighted material

**Why do
intelligent
people do this
?**

The Innovation

Sieve...

- 1. Is it on Strategy ?**
- 2. How big is the Opportunity ?**
- 3. How Resource Intensive is it ?**
- 4. Will we need new competencies to do this ?**
- 5. Will it give us a sustainable competitive advantage ?**

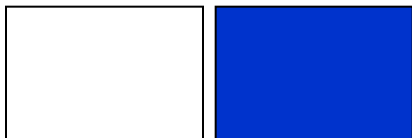
Summary

Masterbrand color palette

Note:

To prevent printing a hidden slide (like this), de-select "Printing hidden slides" option in print menu.

Core white & blue



R 255	R 000
G 255	G 051
B 255	B 204

Neutrals



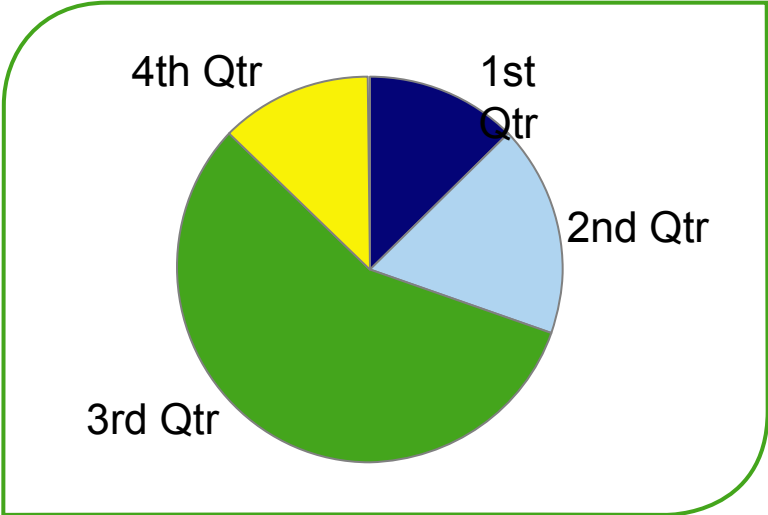
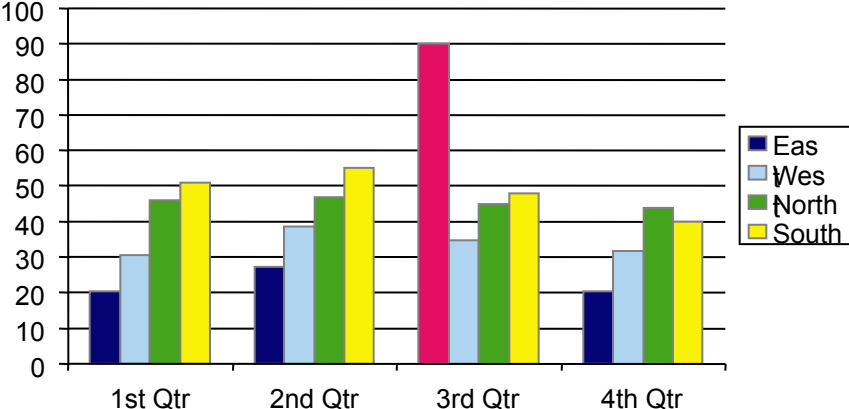
R 004	R 002	R 224	R 175
G 004	G 076	G 219	G 212
B 119	B 028	B 202	B 240

Brights



R 249	R 068	R 228
G 242	G 165	G 014
B 006	B 028	B 098

The pink highlight color is to be used sparingly, not in large areas and can only be used as 100%, never as a tint.



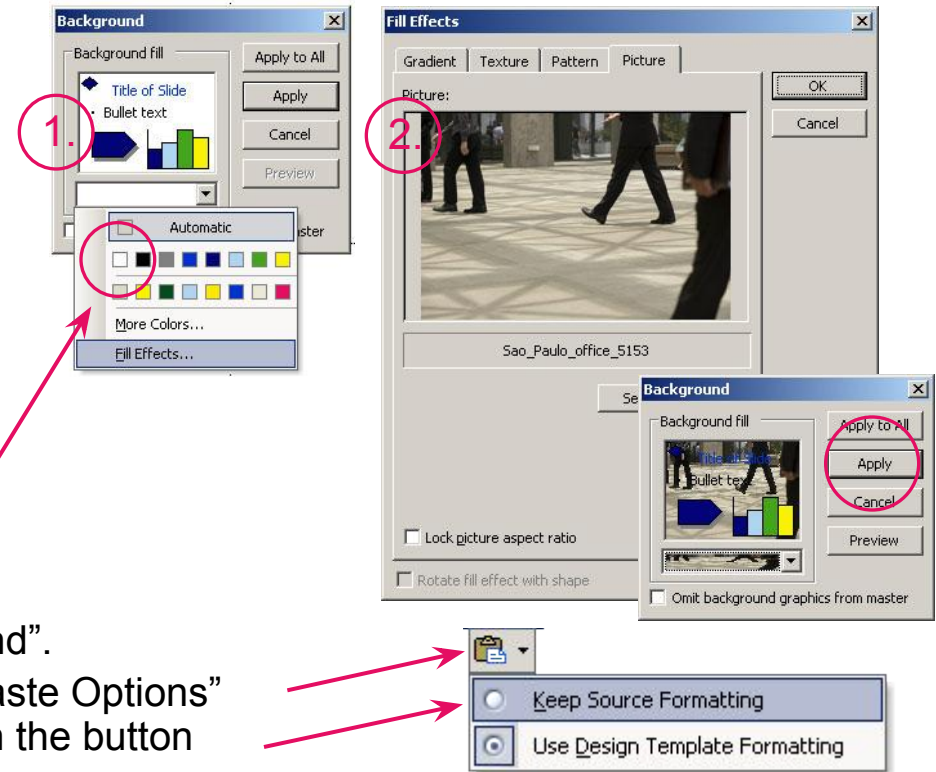
Working with images

Adding a background (full bleed) image

- 1) Right-click on a blank space on a slide (or, Format > Background)
- 2) Select: Fill effects > Picture > Select picture, and browse to find wanted background picture > Apply (or Apply to all).

Note: ensure that the dimensions are according to PowerPoint page setup (A4 by default).

- To **delete existing background** (picture or color), select white color from “Background fill” color palette.
- To **save the background image**, right-click the slide outside of any placeholders and click “Save Background”.
- To **retain the slides' original formatting**, click the “Paste Options” button which appears under the slides you pasted > on the button menu, click “Keep Source Formatting”.
- If you decide you want the **current design template** styles to apply, click “Use Design template formatting” (this is the default).



For more info and advanced options go to “Consumer touch points” / “Corporate applications” / “Office templates” in Nokia Brand Book.