

Marketing communication plan : nokia 5800 xpressmusic

[Business](#), [Marketing](#)



Nokia United Kingdom and Ireland 2008 Executive Summary Current position of Nokia Nokia is the leading market leader of mobile devices in the UK and Ireland. Nokia is actually active on the entire mobile phone market, and targets high volume sales in all categories. They are clear market leader with 35. 1% in the overall business, except for the higher segment, and actually this is not a good thing because this segment is getting more and more important. Because due to the mature market in the UK, growth is only possible when the competitors either lower their prices or develop their products like they do in the higher segment. Especially the last option should be chosen by Nokia because this is the most profitable one and because there is actually a trend to be seen around these „ gadget-phones“; nowadays people more and more want to differentiate themselves through a mobile phone. Nokia already offers those kinds of mobile phones, but its mobile phones are not really known for its image or functions, but in fact the phones“ functions are just as good. The current Nokia image is that they have good reliable mobile phones but the phone is more perceived as „ just“ a phone like any other. The barrier that the customers have to buy a Nokia „ gadget-phone“ is that they simply do not know that Nokia offers these kinds of phones. The problem solution The objectives regarding this marketing communication problem is that Nokia must create a stronger image for its mobile phones in the gadget segment. By creating more awareness, and putting Nokia at the top of mind of the consumers in the target group. These objectives can be reached by marketing communication and Nokia should try to implement this plan on their new Nokia 5800 XpressMusic phone. What needs to be done The 5800 Xpressmusic phone is

placed in the mid range of the market with the price being lower than most of its competitors (Apple iphone, HTC touch) It is clearly aimed at young people who are interested in all the benefits (internet, music, video, camera, touch screen) of the smart phones. But since this segment is not having the highest buying power the lower pricing will be a strong competitive advantage. Out of the marketing communication tools which include everything from the Promotion part of the marketing mix Nokia will use a few in a combination to solve the communication problem at hand. Nokia will use: advertising, sales promotion and product placement. Internet will be the major communication channel for creating loyalty and continuity of the campaign. Cinemas, TV, Newspaper and Magazines will mostly be created in the early stages to create awareness among the consumers. The idea is to communicate the functional benefits and place them in a setting while the music gives the feeling and connects to the name " xpressmusic". The Music needs to be carefully chosen and preferably be fast and loud to get attention and also be in line with the lifestyle communicated by the " xpressmusic" brand. The Nokia 5800 XpressMusic phone: 2 Table of contents

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Introduction This report contains a marketing communication plan (MCP) for Nokia's newest mobile phone model: the Nokia 5800 XpressMusic. The MCP is written for the marketing director of Nokia, and is meant to give insights into the current marketing communication problems surrounding the Nokia brand in the area UK and Ireland, but moreover it is meant to solve those problems. First, we analysed the company itself and its current position towards the consumers, competitors and the market. Then we defined the marketing communication problem and the objectives for this MCP. After that, we looked at the aimed target group and we defined the

positioning strategy. Then we could begin to think of which marketing communication tools should be used for this plan and how these must be implemented. Furthermore we looked at the costs of the plan, and at the end of this report we gave the schedule and planning, and advised how the MCP should be controlled and evaluated to make sure the plan will have a successful outcome and that goals and objectives will be reached. 4

Analysing Nokia Nokia is a company based in Finland incorporated in 1967.

At the beginning, the company was a pulp, rubber and cable manufacturer.

Now, Nokia is the leading manufacturer of mobile devices in the world with an involvement in over 150 countries. For this Marketing communication

plan, we will focus on the mobile phone segment of the Vertu range or

smartphone range in the region UK and Ireland. Product analysis Nokia is

active on the entire mobile phone market, and targets high volume sales in all categories. In general, Nokia is very successful in doing so, as will be

made clear in the market analysis. However, Nokia is less successful in the

UK and Ireland region with the range of luxury mobile phones, also known as

„Vertu range“ where a lot of the so-called smart-phones are offered.

These types of phones are considered as gadgets or gadget-phones, because

the phones offer a large variety of functions; next to enabling you to make a

phone call and sending messages, you can take pictures, listen to music and

surf on the internet with your mobile phone. These are a lot of functional

benefits, but nowadays a mobile phone also has to have some psychosocial

benefits. Especially in the more expensive luxury mobile phone segment, the

phone needs to contribute to the customers' image and lifestyle.

Furthermore the mobile phone is often seen as a gadget and the consumer

wants to show off with it. At the moment, Nokia is planning to launch a new mobile phone model; the Nokia 5800 XpressMusic that is considered as a luxury mobile phone as well. With this phone Nokia tries to get more market share in the „Vertu range“ market. Consumer analysis In June 2008, there were 3, 665, 000, 000 mobile phones used in the World by 6, 671, 266, 000 people, so that means 32. 5% of the worldwide population has a mobile phone. In the region UK and Ireland the mobile phone penetration is even over 120% of the total population, because there are actually more mobile phones than people in this region. Owners of mobile phones against population in 2008 Region: Worldwide UK and Ireland Owners per percentage of population 32. 5% 120% > A Nokia's consumer generally looks for high-quality, ease of using and design that this brand provides. Anybody who needs a mobile phone can be considered as a potential customer. Therefore, Nokia tries to „connect all people“. Still, Nokia has to keep in mind that a 30-year old businessman needs another type of mobile phone than a 15-year old schoolgirl. In that way, Nokia has to adapt to different demands, to prevent that it becomes a brand which not really stands for anything. Because those mobile phone brands can be sure they will have no brand loyal customers. For example, especially in the market range of the new released Nokia 5800 XpressMusic it is important that customers feel that the phone has a lot of functions and contributes to their sense of style and image etc. Only then there is more involvement of customers, the I-Phone 5 of Apple is a good example of this. Because on the other hand we can see that the cheap mobile phones on the market, which „only“ enables you to make a phone call and send a text message, do not have any involvement in

buying at all and those customers are not particularly that brand loyal either.

Competitor analysis Nokia is currently the biggest player on the UK and Irish mobile phone market, with a market share of approximately 35.1%, and that is a great difference with Motorola as second largest player with a market share of 17.8%. Other big players on the market are Samsung 12.1%, LG 7.2% and Sony Ericsson 6.9%. These are also considered the key competitors of Nokia.

UK Mobile Phone Market

Brand	Market Share (%)
Nokia	35.1%
Motorola	17.8%
Samsung	12.1%
LG	7.2%
Sony Ericsson	6.9%
Rest	20.9%

As we can see in the chart above, does Nokia and its key competitors account for almost 80% of all mobile phones sold and produced for sale in the UK region. But that does not mean that Nokia should only focus on its big competitors. Because the mobile phone market is very diverse, like we already have said, there are different types of mobile phones offered on the market; one can think of the really cheap „basic“ phones, camera phones, music phones, Smart phones, business phones, mobile phones especially for women etc. The bigger brands are just like Nokia active on all of those market segments, and are therefore communicating to almost everyone. But there are also smaller brands that are really successful in one specific segment and Nokia should really keep those competitors into account as well, because they are often really strong competitors within their own segment. Good examples of successful brands in one segment are: the BlackBerry of RIM (business/Smartphone), SonyEricsson Walkman (music phone) and the I-phone of Apple (gadget/Smartphone). Those brands only have to communicate towards one specific target group and therefore they can create a better and clearer image surrounding the brand. Therefore Nokia should try to build a better

image as well, because right now the idea is that Nokia is just selling all kinds of mobile phones. So there is no clear image of what Nokia stands for.

If Nokia can succeed to build a good image for their higher segment of mobile phones (like the new 5800 XpressMusic) they can compete better with all the successful phones within this segment like the I-phone and the Blackberry. They also will differentiate from their key-competitors.

Furthermore would it not harm the other segments, but even probably affect it in a positive way, because a good image in the highest segment can indirectly mean a good image for cheaper models as well.

6 Market analysis
In the region UK and Ireland has Nokia a market share of approximately 35.1%, which give the company a strong position as the clear market leader.

Other companies have a far lower market share but are stealing off more and more market share from Nokia, as competition continues to drive price pressure in the low-end, and a design and technology 'arms race' in the high-end. Furthermore is their minimal growth in this market since mobile phone penetration already exceeds over 120%, so if we look at the Product Life Cycle of the mobile phone market then we can see that the mobile phones are landed in their maturity stage. And therefore it is only possible to keep the good position of Nokia, if they would participate in either the „ price war“ or participate in the design and technology „ arms race“. Of course the last one is recommended since this is a more profitable market segment. Nokia already chose for this strategy, since they have launched various mobile phones for this product range, and are still planning to launch premium phones, for example the Nokia 5800 Xpressmusic will be launched in December. Also the other brands have launched and are going to launch

products in this segment: Samsung Omnia, LG KP500 Cookie and the SonyEricsson Xperia are just some examples of this. At the moment, Nokia and the other brands are not really actively communicating with the public to achieve awareness about a specific phone on the market. Of course, ads about a phone appear sometimes in public but it's never a real big campaign. Furthermore, there are most ads aimed on creating awareness for the whole brand. Therefore, advertising creating awareness for a specific product could create a significant competitive advantage. Problem definition and objectives In the analyses already came through that in general Nokia is doing well in the region UK and Ireland. They are clear market leader in the overall business. Except for the higher segment, and actually this is not a good thing because this segment is getting more and more important. Due to the mature market in the UK, growth is only possible when the competitors either lower their prices or develop their products. Especially the last option should be chosen by Nokia because this is the most profitable one and because there is actually a trend to be seen around these „ gadget-phones“; nowadays people more and more want to differentiate themselves through a mobile phone, the mobile phone has to be a gadget. One should be able to do more with their phone than just making a phone call or sending messages. The mobile phone should have a lot of functions and thereby it should contribute to ones image. „ You should be able to show off with your mobile phone“, so with this trend the customer needs and objectives are becoming more difficult than before. Nokia already offers those kinds of mobile phones, but if you ask any customers, you will find out that its mobile phones are not really known for its image or functions, but in

fact the phones' functions are just as good (maybe even better) and the design is practically the same. The current Nokia image is that they have good reliable mobile phones but the phone is not seen as a gadget but more perceived as „ just a phone like any other. The barrier that the customers have to buy a Nokia „ gadget-phone is that they simply do not know that Nokia offers these kinds of phones. In this case the problem definition out of the perspective of the customer will be: How could we know that Nokia offers us gadget-phones? 7 The objectives regarding this marketing communication problem is that Nokia must create a stronger image for its mobile phones in the gadget segment. By creating more awareness, and putting Nokia at the top of mind of the consumers in the target group. These objectives can be reached by marketing communication and Nokia should try to implement this plan on their new Nokia 5800 XpressMusic phone. Concrete the objective is: That after the campaign surrounding the launch of Nokia 5800 XpressMusic at least 70% of the prime target group should know about this gadget-phone. 60% of the prime target group feels that the phone has features and qualities that other popular gadget-phones like the Iphone, also have. And therefore at least 20% of the prime target group will purchase the phone. Nokia vs. Iphone & SonyEricsson 8 Target group For defining the target group we considered that the target group of gadget-phones will be more focused on psychographic demands than on demographic demands, because this demand for the product is a result of different factors. Some use it to show individuality while others want to express belonging to a group. Materialistic values are most important, as they want the high end products with different features and functions such as videos, music, instant

messaging, internet and cameras. The phone is seen as a gadget and as an accessory and not just as a mean of communication, having a phone of the premium segment shows that the user is successful and lives an active and interesting life. Considering all this, we defined the target group as followed:

General Generally said the target group contains: People between the ages of 18 to 25, which want to be fashionable, and are interested in new kinds of products. The people of our target group have a good financial situation, they live an active and social life and they are considered in the middle and higher classes of society. **Domain specific** As we already have said; the target group thinks that mobile phones should contribute to its lifestyle and image and feels that the features and functions on this phone will provide these social status needs. This results in a purchase of a well-known brand mobile phone from this segment after extensive research and therefore high involvement and brand loyalty. **Brand specific** The behaviour and actions regarding to Nokia's mobile phones of the premium segment are currently very different and therefore need to change. The target group thinks that Nokia does not offer any alternatives for the I-phone for example. Or they feel that Nokia does not offer alternatives that are just as good as the I-phone nor provide the same psychographic needs. Therefore the Nokia alternative is not that popular as the I-phone, but in fact Apples' I-phone does not really differ from for example the new 5800 XpressMusic. 9

Positioning strategy Current Situation and possibilities Nokia is well known for high quality and the phones are easy to use. Still Nokia is mostly thought of as just a mobile phone and seen as a more boring phone then the ones of the competitors like Iphone by Apple and the Walkman by Sony Ericsson.

Especially the Iphone has captured a significant part of the market for high end gadget type phones. The Iphone is possibly the main competitor for Nokia and many think of the 5800 XpressMusic phone as Nokia's " I-phone killer". How to position the 5800 on the market? The 5800 Xpressmusic phone is placed in the mid range of the market with the price being lower than most of its competitors (Apple iphone, HTC touch) It is clearly aimed at young people who are interested in all the benefits (internet, music, video, camera, touch screen) of the smart phones. But since this segment is not having the highest buying power the lower pricing will be a strong competitive advantage. Nokia 5800 xpressmusic will be an affordable smart phone that still delivers the same benefits to the consumer as the competitors. This phone will clearly be the choice of younger and trendy people. And in short term the phone will also be the " new" and fresh alternative on the market. As the target group usually strives to show belonging by having a smart phone but at the same time wants to show individuality by the products they choose and if everyone else is having an iphone that is not being individual any more. The positioning map above shows how Nokia is one of the more advanced products on the smart phone market but is still the most affordable alternative with touch screen capacity.

10 Product Position Statement for NOKIA 5800 XpressMusic: For young people in UK and Ireland who consider themselves " cool" and tech interested. Who wants/needs to have an active life enjoy music and videos, communicate with friends and express their status and individuality through the products they use The Nokia 5800 Xpressmusic is a mass market mid range Smartphone That provides great quality audio and video with a touch

screen Unlike the iphone it offers great quality video recording and is more significantly lower priced. The 5800 gives more "bang for the bucks" more benefits for less money. And is a new and fresh alternative on the market.

Proposition and End Value for the 5800 XpressMusic: The Positioning of the Nokia 5800 Xpressmusic leads us to the end value or end benefit of the product for the User. The important promises are the entertainment, communication and lifestyle this gives us the following proposition: " With the 5800 xpressmusic, you can play, touch and share the music and your life with people around you" 11 Marketing communication tools Out of the marketing communication tools which include everything from the Promotion part of the marketing mix Nokia will use a few in a combination to solve the communication problem at hand. Advertising Advertising will be one of the most important instruments of the marketing mix in this marketing plan. It is about business to consumer advertising with an informational and image purpose. We will try to communicate the new product and also create a customer preference for the 5800 XpressMusic phone. Our message strategy revolves around creating a customer preference for the 5800 Xpressmusic. The message needs to attract the target group. The target group needs to become aware of our product and also be convinced about the functional benefits of the product as well as the Emotional benefits so they are convinced and prefer the 5800 XpressMusic over the phones of the competition. The functional benefits (Touchscreen, Music, and Video) will be in focus and supported by the emotional benefits. End Benefit "the best and most wanted phone" Emotional benefits Status, Lifestyle Functional benefits Touchscreen, Music, Video, Price, Battery communication The figure

above shows how the consumer will have a preference for the product after being convinced about the emotional and functional benefits of it. Sales promotion Because the Nokia 5800 xpressmusic have a hard time differentiating itself from the most similar competitors (Iphone, Touch) sales promotion in form of a lower price than competitors will be used to support the other benefits of the product as a part of the marketing communication mix. By lowering the price and placing the product in a more affordable category then the competitors Nokia will solve the problem with lack of differentiation and support the consumer in the buying decision. 12 Nokia 5800 xpressmusic in Batman the Dark Knight Product placement Supporting the advertisement for 5800 XpressMusic there will also be product placement in Medias that will appeal to the target group. This has already been done for Batman the Dark knight and in Britney Spears " Womanizer" video. And the phone will also appear in other popular mainstream videos all over the world. This is still apart of the global campaign and will not directly affect the UK marketing communication plans budget. But it will give the UK marketing efforts some support. 13 Media tools The used media tools are chosen through the media planning process. Nokia have to consider frequency, reach, weight, costs and continuity when selecting media. We estimate that 80-90% of the budget will consist of buying advertising time therefore the Media planning is of great importance to this marketing communication plan. Media Plan, Target audience and selection of media types. The channels Nokia will use can be divided between vehicles and media. Vehicles are specific programmes and magazines while media are newspaper and TV in more general terms. In part three we defined the target

group for the Nokia 5800 xpressmusic phone. Now we are going to look at medium selectivity, to which extent some media is aimed at the target group. This will be done to make the campaign more effective and avoid waste. Still this will be a large scale campaign as Nokia needs to create brand awareness for all their touch screen phones. This investment will pay off in form of consumer awareness that can be used when other touch screen phones will be launched later on. Magazines aimed at young people will be used these includes music and computer magazines as the readers are in the target group. The advantage here is that large groups can be reached and the advertisement can be modified to suit the readers of a specific magazine. Still this is a slow medium so it will last more as a supporting media for 5800 xpressmusic. Newspapers can reach a large number of people but with limited lifetime (one day only). The advertisement for 5800 xpressmusic will be concentrated to newspaper frequently read by younger people. For example free newspapers like Metro and others. This will be short lived mostly to create awareness for the product among the target group. Television will be used but not as a media but rather as a vehicle where specific programmes the target group prefer will be selected and advertisement connected to them. This will be done to decrease the amount of waste that will otherwise happen with TV commercials. Radio will not be used since it will be hard to deliver the message of the functional benefits of the product with audio only communication. Cinemas are frequently visited by the target group and therefore cinema commercials will be used to target that group and create awareness and convince the viewers of the qualities of the product. The production costs are fairly high but some

scale advantage together with Television can be achieved here. Internet UK is one of the top markets in Europe when it comes to E-Communication and has a high internet penetration. The target group are among the most frequent users of Internet and online services. And internet advertisement spending where up by 21% in UK during the first half of 2008 and could possibly overtake TV as the most used media next year. Therefore Internet and E-communication will be the single largest part of Nokia's advertisement campaign for the 5800 Xpressmusic phone. And as the phone is capable of using internet services it is logical to try to attract consumers who use internet daily. Still popups will be avoided and more emphasis will be put on interactivity and social networking sites and programs (MSN, Facebook, and MySpace) and the Nokia Webpage. 14 Outdoor advertisement has a poor memorisation percentage and will therefore not be used for this campaign. Media Share of the total media effort Internet will be the major communication channel for creating loyalty and continuity of the campaign. Cinemas, TV, Newspaper and Magazines will mostly be created in the early stages to create awareness among the consumers. Media Objectives The media reach is the number of contacts through use of media. Here we state how many contacts we need to reach to be able to achieve the media objectives and the marketing communication objectives of the plan. Too many contacts will create annoyance and too few will be ineffective communication. It is shown in research that repetition is seen by the customer as quality, therefore we aim at a 50% percent memorisation in most Medias used in the campaign. This will create a high enough awareness to reach our objectives. 15 Frequency, number of contacts needed Medium

Television Cinemas Internet Magazines Newspaper Contacts 4-5 1-2 5-6* 5-6
5-6 Television needs 4-5 exposures to gain a 50% memorisation and this will be done through carefully selecting when and where the Television ads will be placed. Cinemas These ads have the highest memorisation coefficient of all the Medias and will work together with the television ads to increase the memorisation of the ad among the target group. Internet There are currently no tools to exactly determine the reach and frequency needed and gained by internet advertising efforts. But Nokia needs to make sure that they control all the primary hits on search engines for the 5800 XpressMusic so they reach the largest part of people that are looking for information about the product online. The number of people seeking this information will depend on the traditional media and on the advertising on sites frequently visited by the target group. Our estimation is that 5-6 exposures on such sites should be an ideal number. This can be compared to the traditional magazines Magazines and newspapers will need more contacts then television to reach similar memorization therefore 5-6 contacts will be needed. 16 Creative Format The creative concept will be developed by an advertising agency but the final decision is still to be made by the marketing team behind the campaign. The agency has to be briefed with information about Nokia's past campaigns and brand so the new concept is in line with those. The market and target group also needs to be considered, and also the competitors marketing efforts. So the concept needs to beat the exclusivity and individuality of the iphone, the Music of Sony Ericsson (I logo music) and also preserve the values of Nokia connection people. The creative appeal can either be rational or emotional or use endorsers. The marketing of the Nokia

5800 XpressMusic will use two different rational appeals and one emotional appeal. A slice of life and Demonstration as a rational appeal and Music as the Emotional appeal. The idea behind this is to communicate the functional benefits and place them in a setting while the music gives the feeling and connects to the name " xpressmusic". The Music needs to be carefully chosen and preferably be fast and loud to get attention and also be in line with the lifestyle communicated by the " xpressmusic" brand. 17 Budget As Nokia needs to create brand awareness for the 5800 XpressMusic phone in UK, the marginal analysis method should be the best budgeting method. Furthermore, with competitors like Apple and Sony Ericsson, the competitive parity method as basis is needed in order to reach the same impact as them on the UK market. The budget has to be divided between the selected media tools according to the importance and the priority of each tool to reach the target group: The Internet will be the major communication channel for the promotion of the Nokia 5800 Xpressmusic but not the most expensive. Indeed, a part of the promotion has already been done on the British website: <http://www.nokia.co.uk/5800xpressmusic>. Nevertheless, some banners and sponsored links must be added. TV and cinema communication have a high impact on the potential customers, and specific programs watched by the target group will help to reach them. For this reason, the budget part allowed to these tools will be the biggest one, at least 50% of the total budget. The magazines and newspapers have also an impact. Therefore, the budget allowed will represent 40% of the total budget. 5 to 8% of the budget will be dedicated at the in store promotion, including price cuts. As the launch of the Nokia 5800 XpressMusic is expected for December

2008 in UK, the total budget for UK and Ireland during the following year will be around €200 million. Media TV & cinema Print In Store Internet Total Budget € 100 000 000 € 80 000 000 € 16 000 000 € 2 000 000 € 200 000 000

18 Schedule and Planning Communication will be concentrated on media tools often used by the defined target group and we hope to reach a high frequent exposure. An exposure frequency of 5 times per day on average is expected within the first months. Thanks to this frequency, the awareness will be installed and the quality of the Nokia 5800 XpressMusic shown. A pulsing schedule seems to be the best way to communicate on the Nokia 5800 XpressMusic. We need to create awareness and reach as many consumers as possible. With high communication at the beginning, the brand awareness will be created. Then, a smaller communication will keep the interest of the consumers. Implementation calendar for the following year:

Internet	December	January	February	March	April	May	June	July	August	September	October	November	December
			X	X	X	X	X	X	X	X	X	X	X
TV			X	X	X	X	X	X	X	X	X	X	X
Magazines													
Newspaper			X	X	X	X	X	X	X	X	X	X	X
Cinema			X	X	X	X	X	X	X	X	X	X	X
In store	X	X	X	X	X	X	X	X	X	X	X	X	X

Implementing a high communication in December 2008 and November-December 2009 will allow reaching people and creating gift's idea for Christmas. Magazines are support for the entire year in addition to Internet (Nokia website at least) and in store communication.

19 Budget schedule TV & cinema Total

	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
TV & cinema	17 000 000	17 000 000	17 000 000	16 000 000	16 000 000	17 000 000	17 000 000	10 000 000	10 000 000	10 000 000	8 000 000	8 000 000
Print	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	4 000 000	10 000 000	10 000 000
In store	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000	1 500 000
Total	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000	100 000 000

300 000 1 300 000 2 000 000 1 300 000 1 300 000 1 300 000 1 300 000 1 300 000 1 300 000 1 500 000 Internet € 2 000 000 This schedule takes into account the budget for the United Kingdom and Ireland. 20 Control and evaluation Now the problem and target group are defined, objectives are set and the format of the marketing communication is clear. The advertisements can be implemented. But is the problem solved then? Of course the expectations are that the new improved marketing communication will solve the problems and will help to reach the new goals and objectives. But have these expectations come out? This is an important question for controlling and evaluating the marketing communication plan and its implementation. One should always ask himself if he/she approached the problem the right way, and if targets are getting reached. In this way the company can see if it has not thrown its money, because the marketing communication was not that effective. Controlling and evaluation also can help adjusting the plan, so that if communication is not effective enough, it could be adjusted and made more effectively. In the case of the Nokia 5800 XpressMusic, Nokia must control if goals are reached by tracking shifts in public opinion, with focusing on chosen target group; do they know the Nokia gadget-phone? If the campaign were a success, the outcome will be that 60% of the target group mentions the Nokia 5800 XpressMusic, when they are asked to give names of phones when they would think of gadget-phones. Then the target group should be asked if they feel that the Nokia 5800 has the same quality and values as the other