

# NOKIA

CONNECTING PEOPLE

CASE STUDY





## Once upon a time, before the Lockdown...

The month was February, year 2020, when India was not yet restricted under the norms of Corona lockdown. In order to maintain our promise to the deadlines which we already had, we were hitting our fingers on the keyboards in our office, and just then, Team NOKIA made a Wild Card Entry. This was not the first time when a team from NOKIA had called on us, as we had earlier worked for their parent HMD Global. And when they reached out, our Management got in touch with them.

And this is how the first chapter to Project NOKIA ends, and the real story begins.

# What Nokia wanted?

NOKIA was going to have their meeting to showcase Department Annual Report shortly, and they wanted a presentation to be delivered in a dramatic way to the board room. They gave us the required number of facts and data to be included in the presentation. And they wanted all of this information in the presentation to be interesting and entertaining, unlike the usual corporate presentations.

To those who don't know, NOKIA had a turbulent time in 2019-20 due to the recovery issues from BSNL, and they wanted the whole essence of their struggle and success to be shown in this presentation. Hence, they were really **SERIOUS** about being **DRAMATIC**. Oh! And they needed it all within a week.





## Framing the presentation's idea

Let's start the third chapter with a PJ. The tagline of NOKIA is 'Connecting People', so we started our work by 'Connecting with their People' to gain more insights. And without wasting any time, our team and design person went brainstorming.

We came up with a few ideas, like giving a unique name to every quarter which defined the emotion of their particular three months. This task was not easy as we ourselves had to first 'clearly' understand the emotions of each quarter. And while all of this was going on, we were simultaneously in touch with Team NOKIA on phone, on email and via personal visits too. The time was ticking and so were our brains.

# Challenges?

## Yes, we had them.

One challenge which we already talked about in last chapter, was understanding the emotions that NOKIA had last year. And once we overcame it, our next challenge was to do the due research to find apt scenes, pictures and songs to give the necessary feeling to each slide.

As our presentation had videos in it, there were two challenges towards it, first, that we had to sync the videos with the text in the slides, in such a manner that the presentation could be managed from the backstage with ease. Second one was, the editing issue which comes with videos. There is a difference when it comes to editing videos and presentation, PPTs are always open to quick changes and editing, but the same doesn't go for videos. Which meant that we had to do the best possible to frame videos, because if the client doesn't like it or suggests any changes, then making those changes won't be time friendly. And time was something which we couldn't afford giving up at that moment.



# In Spanish, it's called Trabajo en Equipo

With the limitation of time and range of tasks, it was a task which demanded teamwork, and the fact that you are reading this case study is the after effect of that teamwork.

Our top management was already in regular touch with NOKIA to fetch and communicate inputs to the team which was building the presentation. And taking their inputs, the team in our office relayed for successful completion. The framework of the whole presentation came out of the Graphic Designer and the Visualizer. Then the ball was passed in the Animation Team's court, and once the Animation Team submitted their work, the next responsibility was shared to Video Editing team in order to add and support the videos in the PPT.

And post some quality checks, we were able to prepare the draft within three days. The client was yet to see the draft, and once we sent it to them, we were waiting for their reply.

What was the reply? I guess it's the right time to shift to next chapter.



# The D Day

Unfortunately, there is no twist and turn in the last chapter, as the client really liked our work and accepted the presentation with a suggestion to do few minor changes. It was a moment of sigh and cheers for all of us, as we were able to keep up to the reputation that we earlier had with HMD Global. We were also proud of the fact that we did the final delivery within a span of five days, two days prior to the deadline.

Project NOKIA is one of the cheerful memories we have, as it kept our reputation intact with the display of our teamwork, efficiency and punctuality. Not to forget, we enjoyed it too.

**And as all the stories end, THEY ALL LIVED HAPPILY EVER AFTER.....**



**NOKIA**  
CONNECTING PEOPLE

**A1 SLIDES**

**THANK YOU**

