



Pick Your Concert

Media Agency



Nokia Ovi Music is an internet and mobile service from which users can download the latest albums, top singles, cool applications and the Ovi music player.

Campaign Description

Users could enter the “Pick Your Concert” competition to stand a chance to win an international music experience. They would need to pick a concert they would love to see and Nokia Ovi Music could fly the winner and three friends overseas to see the concert of their dreams live in VIP style.

Campaign Objective

To increase awareness and fan base on their Facebook fan page and get as many entries into the competition as possible.

Engagement Ads – Like Ad & Poll Ads

Time period 17 Dec 10 – 7 Jan 11
Targeting Both genders 18+

There were 3 ads running in rotation, two Poll ads and a Like ad.

Engagement ad: Like Ad

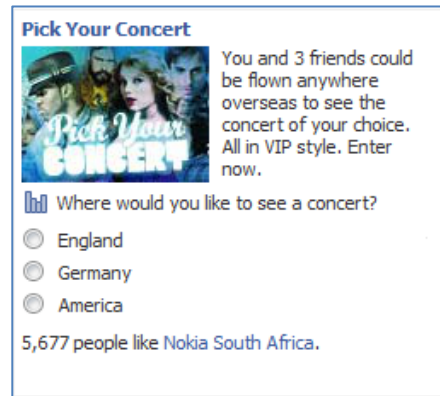
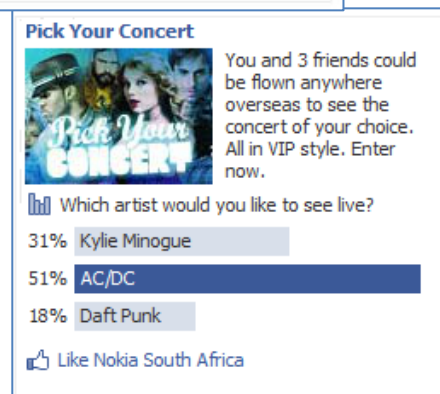
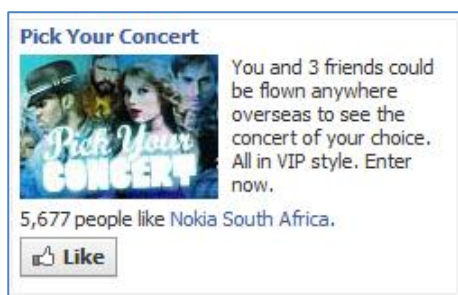
The Like Ad allowed fans to like the page therefore automatically becoming fans of the page.

Engagement Ad: Poll Ads

The poll ads allowed Nokia to ask users which artists they would most like to see and which countries they would like to see the concerts. Polls ads give the advertiser some insights to popular preference or opinion.

Results

- The poll ads had great CTRs with 0.69% & 0.75% showing how effective poll ads are.
- 0.54% overall CTR.
- 1.10% unique CTR.
- Acquisition of 2,133 fans.
- Over 244,000 organic impressions served.
- Great interactions rates from all age groups



Buckets	18-24	25-34	35-44	45-54	55-64
% of Impression	27.62%	25.31%	18.86%	12.95%	11.63%
Impressions (Estimated)	924 635	847 303	631 376	433 527	389 338
% of Clickers	28.24%	24.34%	21.71%	12.87%	11.12%
Clicks	5093	4390	3916	2321	2006
CTR	0.55%	0.52%	0.62%	0.54%	0.52%