

NOKIA
Connecting People

ALPHA COPY
Quality in Communication

NOKIA
CONNECTING PEOPLE

Everyone has a need to communicate and share. Nokia helps people to fulfill this need and we help people feel close to what matters to them. Nokia focuses on providing consumers with very human technology – technology that is intuitive, a joy to use, and beautiful.

Nokia chose to use Large Format Outdoor on the main highways around Cyprus to enhance its image in the country. It used all the main highways from Nicosia leading to all smaller cities around Cyprus.

The campaign was simple and used the main Nokia Connecting People motto as its source to enhance awareness of the brand.

