

Old is Gold, how would this be sold! – A Case study on relaunch of Nokia 3310 bandwagon

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Abstract: The decade has experienced revival of vintage transfiguring the marketplace. The choicest revival Nokia 3310 bandwagon has been quite a tinkle. The company would soon experience the backlash of the decision to reintroduce the brand in the world of smartphones. The smart phones like iPhone synchronize with the personality and profiles of their customers and help them to take smart decisions. The Nokia 3310 might give the impression like a disruption with the rudimentary features prevalent more than a decade ago. The case would present arguments, facts weighing the possibilities of the brand triumph in the smart world.

Keywords: Nokia 3310, relaunch, nostalgia, smartphones, millennials

JEL Classification: M31, P23, P36

Introduction

Sometime in the distant past, there was a telephone like no other. The Nokia 3310 was the most darling block of all. There were fancier flip telephones and sleeker models, yet the 3310 stood its ground. Also, now, Nokia is apparently bringing back this solid product.

Bhalla S. (2017) expressed that Nokia 3310 was only a telephone, not a characteristic augmentation of you like your iPhone currently is. It did its essential dharma, let you telephone and content, possibly set an alert and play a basic amusement or two. It didn't tell on you, give away your rest cycles and propensities and information to prying organizations. It wasn't control hungry, you could go days without charging it. It was intense as hellfire – We have seen it dropped from the primary floor, just to be arranged off and given back something to do.

Nokia, having resigned from the cell phone wars, is currently exchanging on wistfulness by bringing back its dumbphones. Keen move, since old is currently advertising gold. One can't educate an out of date telephone new traps, however you can simply sucker some nostalgic numb-skulls into partner it with their own recollections.

The speedier the pace of innovative change, the more prominent the draw of the retro, the work of art, the vintage, the simple. From vinyl to tapes, from typewriters to HMT watches, from antiquated videogames to rebooted film establishments to design patterns, everything is secured by the sweet coating of sentimentality.

What's more, nothing is too early for recognition. One may state the Nokia years were sufficiently ongoing, however it was an entire other time in cell phone history. Keep in mind, iPods are collectibles now, and Walkmans are antiques. No one is excessively youthful, making it impossible to talk indistinctly of dead gadgets. A showcasing expert even followed the bend of "nostalgic capital", saying that thankfulness climbs quickly 10-15 years after the item comes to see, crests, at that point plunges gradually until the point when feelings die down, and it turns out to be only an authentic thing.

Bold Business (n.d.) is of the opinion that a lot of this is unadulterated "fauxstalgia", however. While one may concur, that vinyl has an extravagance not matched by computerized music, or that film has a surface that advanced photographs don't, it is really difficult to think of motivation to grieve the floppy circle or the tape. Furthermore, reminiscence cycles clearly can't move at a similar walk about the world. While these advancements may have trendy person cachet in Brooklyn or Berlin, India lives in a few centuries without a moment's delay. We clutch things, we repair and reuse what we can. One envisions there are individuals who are as yet utilizing their trusty Nokia 3310s, ignorant of its passing and restoration.

In any case, what drives our interest for what we've deserted? For one, existence with level screens gives you another energy about things that are unmistakable and 3D. Think about the new fixation on grown-up shading books and slug diaries. We miss the feeling of touch. Catches and joysticks and handles are fulfilling in light of the fact that they give you feedback. You push

against some opposition, you realize that your punch has been enlisted or that your turn had an effect. Digital gadgets now and then misleadingly make that snap.

Truth be told, new advances frequently endeavor to diminish their own disturbances by reproducing natural things, design prompts that inspire old items.

Apple was enormous on the interface configuration approach called skeumorphism - where programming impersonates the look of the old world thing it has replaced. So your settings symbol resembles a mechanical rigging, your notes application resembles a yellow scratchpad, your mail is a postage stamp. When you click a selfie, your telephone still fakes the hum and snap of the shade. These are only approaches to keep you agreeable, as conform to new ways.

Making the Ultimate choice – China

Gopalakrishnan A. (2017) is of the opinion that the brand that slaughtered Nokia wasn't Microsoft however Apple. 10 years prior on 9 January 2007, Apple propelled their first iPhone. In September of 2006, Nokia propelled their most recent and most prominent Nokia N95. It had everything a device darling would love including a for all intents and purposes unbreakable telephone. Apple's iPhone was mediocre compared to Nokia's. It was 2G contrasted with N95's 3G.

Quick forward ten years and Nokia, in the wake of having at last been slaughtered off by Microsoft, has at long last been brought resurrected by Finnish organization HMD Global.

In the wake of getting rights for Nokia-marked gadgets and discharging imbecilic telephones in 2016, they are back with their first cell phone in years. Nokia 6 (as it is being called) is a genuinely tolerable advertising. It has a 5.5-inch HD screen and runs Android's most recent programming Nougat with LTE. Different specs incorporate a 16MP back and 8MP front cameras. It accompanies a Snapdragon 430 processor with 4GB of RAM and 64GB of capacity.

Lamentably, for admirers of Nokia and only those needing a smidgen of sentimentality, the telephone might be accessible in China.

Wistfulness offers and admirers of Nokia are out there the world over. There are even individuals who would simply need to purchase an indestructible telephone as a reinforcement. China, clearly, is a "deliberately vital market". They additionally have the biggest market of clients. The

market additionally flourishes off shoddy cell phones that are great (in general). So it makes sense that the Chinese market would be the ideal fit for the Nokia 6, with its offering cost of 1,699 Chinese yuan (Approximately Rs 16,000).

In any case, with Nokia delivering up to seven cell phones in 2017, the truth would surface eventually the amount HMD can offer and what number of their cell phones are advertised and sold outside of China. Apparently, since they're a Finnish organization, some of them would at any rate make it to Finland, if not India, the USA and other significant markets.

Why this comeback is so important

On the off chance that, the mobile phone that was ever possessed was a 3310, the famous Nokia item, at that point the news of its re-propelling would undoubtedly cull at the heartstrings. In the age when Smartphone wasn't a reality, 3310 used to be one of the most astute gadgets around.

The energizing restoration of 3310

The gadget dependably was thought to be exceptional, however in the last a large portion it, the organization declared about re-propelling 3310, the market emitted with joy and sentimentality.

The essentialness of the move

However, this move may appear to be only an approach to pick up the consideration of the world, it is far more than that. Nokia isn't simply bringing back a handset; rather they are attempting to get a firm hold of the market as the immense brand it used to be. In the wake of staying truant from the cell phone producing field for a long while now, Nokia required something bizarre to declare its situation in the market.

Hugeness additionally clarified

Nokia expected to accomplish something exceptional, something capricious to pull in light of a legitimate concern for the market. Something that affected individuals to talk about, contend and draw in and pick up their consideration too. Restoration of the famous 3310 has been that progression taken by the organization. On the off chance that they had essentially returned the market and made Smartphones, getting the attention of the buyer would not have been simple. With the immense number of makers and Smartphones accessible, what Nokia could have offered to influence individuals to pick their Smartphones as opposed to something unique?

Regardless of whether the item doesn't offer too well, the organization won't be concerned much, since they have effectively finished their objective of drawing in clients' consideration and declaring their rebound effectively.

Should the comeback be welcomed?

Low C (2016) expressed that in this period of reboots, it's presumably nothing unexpected that parts of the innovation business might be enticed to return to the scene of a portion of its previous wonders. For prove, look no more remote than the recovery of Nokia's 3310 model telephone which is accumulating a considerable measure of consideration right now.

The first telephone was first discharged in 2000 and stopped in 2005 in the wake of offering 126 million units. Individuals of a particular age recall the telephone affectionately and it is those individuals, similar to the individuals who recollect vinyl, who are well on the way to be most inspired by purchasing the rebooted variant. In the event that the accomplishment of vinyl is anything to pass by, they could well make the resuscitated Nokia 3310 a win.

Regardless of whether the Nokia 3310 moves toward becoming much else besides a contrivance is most likely subject to what number of the 125 million proprietors of the first telephone choose they need to bring a trek through a world of fond memories. It's difficult to see the telephone having much fascination for more youthful individuals raised with cell phones and every one of their capacities. The switch would be excessively problematic. It would be somewhat similar to removing somebody's auto from them and giving them a pony.

Be that as it may, the arrival of the Nokia 3310 provides individuals with a chance to ask themselves what their innovation is really for.

Would Nokia succeed?

MacInnes B (2017) said that in the event that at first one doesn't succeed, attempt, attempt once more. At any rate, that is the thing that Nokia is considering. Be that as it may, in another bend, the resuscitated Nokia-marked telephones would really be made by another, generally obscure organization, HMD.

Nokia has long had Android at the forefront of its thoughts, as indicated by a report by IHS Technology, yet has not possessed the capacity to come back to cell phones until this year due to a non-content assertion with Microsoft.

While the Nokia name keeps on being solid in the component telephone showcase, it has been melting away for quite a while in the cell phone world. Microsoft dumped Nokia for Lumia for its 950 and 950 XL Windows 10 Mobile gadgets.

Return of the Titans

What doesn't destroy you only enables you to be stronger. We thought it previous time at the revival of Pokémon go, and again when Nokia finally succumbed to the favorite demand and resurrected the famous Nokia 3310 with a 2MP camera, those nostalgic ringtones of yesteryear, the typical Snake game, and a great electric battery life! The phone's useful design and near-indestructible build managed to get an internationally smash strike when it launched completely back 2000, and today it's again with a couple of totally new and increased features, clad in a polished ensemble.

Anticipation of the telephone, that doesn't have even 3G, has been operating rampant since gossips of its release leaked previously this season. Launched as of this week's Mobile World Congress in Barcelona, the famous product's reincarnation is performed by the new mobile company HMD Global, which accredited the Nokia brand this past year. HMD is teeming with various ex-Nokia employees, who banded alongside one another to ensure that the telephone lost none of them of the identification and charms of its 17-yr old predecessor.

Glorious Past

Wizard Group (2017) commented that launched in the Sept of 2000, the Nokia 3310 was one of the sturdiest devices we have ever before seen with a electric battery life that may lengthen for over weekly if you have lucky. At the same time when cell-phone adoption was still in its infancy, it sold startlingly well -- 126 million total products worldwide- indicating it was the first cellular phone for thousands of people. Not forgetting, it was absurdly, notoriously hard; as tale has it, it has been run over by way of a tank, inflated, shot, and converted into a meme. Furthermore, its unique 13-word ringtone is Proust's madeleine for the first aughts: simply

hearing the harmonious chords travel that you the period of T-9 texting and participating in snake.

However, as the retro return might incite emotions of nostalgia among old users, HMD is hopeful it gets the potential to carve out a solid existence among more radiant consumers as well. Having already released the N6 smartphone in China, ex - dominating market of Nokia, HMD learned that 74% of the folks who purchased the new cellphone were youngsters.

Launching nostalgic products, including the 3310, is indubitably a technique to inhale and exhale life in to the feelings and thoughts associated with Nokia as a brand. Other revived products, including the launched Minuscule car and Adidas 'original' shoes, also have proved favored by the young. Nokia is trading on that nostalgia as it aspires to haul its mobile phones in to the future at exactly the same time.

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Findings:

This case is an example of retro marketing strategy wherein Nokia as a nostalgic brand is making a comeback. Readers will agree that retro marketing is riding on the past success and nostalgia that the brand retains amongst its users.

It is worth sharing that between 2000 to 2005 marked the success of Nokia 3310, the popularly the brand retains amongst known as hammer phone owing its signature features like sturdy body, introduction of gaming etc.

It is heartening to know about the relaunch of Nokia 3310 at the same time it is a challenge to predict the chances of success provided it withstands the battle with new age smartphones.

Managerial Implication:

1) Retro marketing is a very important marketing strategy for an organization trying to relaunch a product. This strategy has been successfully implemented by companies. Retro marketing also comes across as a disruption that proves old is the new “new”.

2) Relaunching the product have paved a path towards sustainability. Many companies have made a comeback with retro products which has been successful. Companies like Lego, Volkswagen, Starbucks are classic examples of successful comebacks.

Questions for Readers:

- 1) Discuss the possible success of reintroduction of NOKIA
- 2) Should NOKIA wet its hand with NOKIA 3310 towards revival.
- 3) Analyze the nostalgic brand equity of NOKIA against the application loaded Smart Phones.
- 4) Discuss the business implications of reintroduction of NOKIA
- 5) Discuss the possibilities of acceptance of NOKIA by Millennials.

Teaching notes

1) Teaching objectives

1. To analyze reverse brand aging of NOKIA possible banking on the nostalgic capital
2. To study NOKIA’s survival against the league of Smart phones.
3. To give insights about the retro strategy of NOKIA.
4. To deduce if nostalgia centric marketing work with millennials.

2) Potential Audience

Students or working professionals pursuing the field of marketing and strategic management specialization.

3) Number of teaching sessions required:

The case analysis should be spread over 2 sessions of 40 minutes each. In the first session case would be explained to the students. The students could be given home assignment to

prepare with questions furnished t the end of the case that could be discussed in the following session

4) Our Analysis of Questions:

Question 1) Discuss the possible success of reintroduction of NOKIA

Answer: Success of reintroduction of NOKIA totally banks on the sweet memories i.e. nostalgia associated with the product. The emotional value of NOKIA handset and its association with the sentiments and remembrances can be banked on. The terminologies like retro, classic, vintage, antique have always been the head turners. Reintroduction of NOKIA may be an indication of familiarity and could be treated as disruption in the world of Smart Phones.

NOKIA also had a unique advantage of not prying for the data of the customers. The customers have a strong reason towards choosing the brand banking on the data privacy. The trend of resurrecting the vintage brands has proved a boon for few brands in the past based on the nostalgic capital. There is nothing too long to remember, hence customers are anticipated to remember and accept the brand. The brand may be considered to be disruptive would be an added advantage. NOKIA also has familiarity of the phone operations to its advantages.

Question 2) Compare the nostalgic value of NOKIA with other handset models of NOKIA of the same bandwagon.

Answer: NOKIA as a brand has been a very successful product and owned customer's heart for quite a while. The phone is anticipated to take us back in the times when telephones retained their charging for a longer period of time. In yesteryears the reliability and durability were much appreciated over shiny features. NOKIA has been known for its unbeatable battery life. The NOKIA is trying the nostalgic value of this product.

There were hardly any that enjoyed the success and attention unlike NOKIA. The product still has great chance to be successful and is anticipated to capture considerable amount of market share. therefore, comprising the nostalgic value of other phones to NOKIA, it scores much higher and anticipated to be successful in near future. Familiarity of the brand is an important

factor to recompense on the nostalgia of a brand. Moreover, no brand is ever long lost for remembrance.

Question 3) Analyze the nostalgic brand equity of NOKIA against the application loaded Smart Phones.

The revival of NOKIA is great marketing tactic banking on taking customers back to memory lane. The switch from smartphones to basic phones is too disruptive to be judged at the moment. However, NOKIA is projected to get the added advantage of disruption. This move totally relies on the emotional journey that customers had their NOKIA. The nostalgic value of handset is anticipated to be the biggest factor contributing towards the success of the brand.

One of the challenges to be looked upon is the low-end Android market being flooded with Chinese low-cost manufacturers. However, the revival of NOKIA against the Smartphone league totally banks on the two-megapixel camera, yesteryears ringtones, the classic snake game and great battery life. An add-on advantage of this handset was the sturdy build of the handset. The luxuries like two mega pixel camera, LED flash for simple snaps which is original feature and was not possessed earlier. The phone features are removal battery & back cover and runs an updated version of original S30 software. With a humble cost, the phone would be popular choice as a second phone.

Question 4) Discuss the business implications of reintroduction of NOKIA

Reintroduction of NOKIA is anticipated to be a justified move. The old phone is unique as compared to the bandwagon of smartphone. The company has gained a lot of attention all over the world with the news. The market, the buyers as well as the sellers were happy with the fact that a great brand was ready to make a come back NOKIA's step to relaunch a brand.

Since this was an unpredictable move by NOKIA to introduce NOKIA has been that bold step. There has been quite a discussion argument among the stakeholder and other veteran. Any publicity is always a good publicity. This move is anticipated to have positive business applications on this brand. As this is the era of rebooting there could be many companies tempted to revive certain products. In the era of social media, the inability of certain customers to be comfortable with the smartphones would be an important segment to be tapped.

Question 5) Discuss the possibilities of acceptance of NOKIA by Millennials.

NOKIA has been revamped for acceptance across all the customer segments including millennials. Some of the important revamped features are the vibrant and exciting colors, red both matte and glossy finish, grey dark blue with matte finish. The phones would be available pan world with matching accessories. The relaunch of NOKIA would prove to be a successful marketing exercise. The company claims an innovation combining the symbolic features of NOKIA and glossy finish with grey, dark blue with matte finish available pan world with matching accessories.

The relaunch of NOKIA would prove to be a successful marketing exercise. The nostalgia towards brand NOKIA may flow to the millennials from the baby boomers which could be important in strengthening the acceptance towards the brand. The company claims an innovation combining the symbolic features of NOKIA with so far best performing Android operating system. With fusion features from past and present technologies may be an important attraction point for millennials.

Suggestions for further reading

- 1) <https://www.forbes.com/sites/jaysondemers/2016/08/05/5-examples-of-brands-that-came-back-from-the-dead/#42f4161573e0>
- 2) <https://www.forbes.com/sites/laurenfriedman/2016/08/02/why-nostalgia-marketing-works-so-well-with-millennials-and-how-your-brand-can-benefit/#7ffa35063636>
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