



Nokia N8 Socially



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Nokia N8 launched socially

With the N8 designed for social media addicts a large portion of the N8 launch activities are geared around interaction with social media. The anticipated launch will include a range of social media activities interacting with Nokia's recently launched blog, <http://ringaz.nokia.co.za/> along with a few of the usual PR activities.

Media 1:1 experience preview sessions

Dates: 17th of August in Johannesburg

18th off August in Cape Town

On the 17th and 18th August 2010 selected media and bloggers in Johannesburg and Cape Town will have the opportunity of previewing the Nokia N8 first hand. During these sessions, media and bloggers will have the chance to view, play and ask questions about the Nokia N8 mobile computer and Nokia will give you a first look at the HD quality videos and sharpness from the 12 megapixel camera.



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8 x Nokia N8's in 8 weeks – starts the 30th of August

As part of the pre-sales campaign, 8 x N8 devices will be given away over an 8 week period in conjunction with selected social media partners on <http://ringaz.nokia.co.za/>. The first South African to hold the bragging rights of owning a Nokia N8 will have done so by winning the first N8 giveaway on Nokia Ringaz which opens on 23rd August.

Pre-order campaign – starts the 27th of September

Due to the anticipation of the Nokia N8 arriving in South Africa, Nokia will be making 1500 Nokia N8 devices available for online pre-order via <http://nokiastuff.co.za> and a further 2500 devices available in selected stores for pre-order. An online pre-ordered device comes complete with a butler delivery service including a one hour consultation on setting up the device along with a free phone cover in the colour of their choice. Pre-orders will be open as of the 27th of September.



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Media Review programme – starts the first week of October

As always, we value your opinion. Once the first batch of N8 devices arrives, you will be invited to participate in the review programme. You will be receiving these devices before they are available in store! A Nokia N8 will be seeded to you for a period of one month during which you can play, personalise and test the device as well as all its features.

Consumer review programme – 25th of October

Nokia will be awarding 60 consumers the opportunity to review the N8 selected on the best motivations tweeted @NokiaRSA. Once the reviews have been received, the top ones will be posted on Ringaz and 8 winners will be voted for. Of course the winners will get to keep their Nokia N8!



Nokia Create Challenge – starts 1st of November

To round up the campaign, Nokia will be running a create challenge. During the challenge consumers will tell us what they would do with their N8. The top three submissions will receive an N8 to do just that and the overall voted winner will win an all expenses paid trip to the Northern Lights in 2011.

Photographic Challenge – to be finalised

To demonstrate the power of the Nokia N8 camera Nokia will be partnering with selected photograph schools. Students will have the chance to capture the entertainment elements of the N8 device and post these onto the Nokia Facebook page for votes.

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Keep updated with Nokia N8 launch activities on:

- Nokia South Africa Press Office – <http://www.nokiaconnect.co.za/>
- Nokia South Africa blog – <http://ringaz.nokia.co.za/>
- Nokia South Africa Twitter Feed – [@NokiaRSA](https://twitter.com/NokiaRSA)
- Nokia South Africa Facebook group – <http://www.facebook.com/NokiaSouthAfrica>