ABSTRACT

Nokia E90 Communicator finally launched in Jakarta, June 13, 2007. The launch is several hours earlier than Finland (its launch in same day). Indonesia has been given a unique privilege to launch this exclusive gadget for the first time in the world.

The launch is separate in two days. The first one is special for press and exclusive communicator-community members. Community members can buy the first shipment of E90 to Indonesia, which limited “only” 1000 units. Within one or two hours the stock is sold out. With the price of about 11 million Rupiah or equal to 2 times of the similar gadget, it’s still consider cheaper than buying it at any cellular shop 1 or 2 weeks after the launch. Buyers have to pay at least 15 million Rupiah to get one. For non-community members, they can get the phone the day after the launching date at the same place. There, thousands of people queuing for the E90. Nokia Indonesia, as the brand owner of the product anticipates this euphoria nicely, learning from previous series launch (N9500) that were launch 3 years ago that have similar euphoria.

This case study described Nokia strategy to market communicator series that make Indonesia as the biggest Communicator series consumer in the world through Relationship Marketing and Community Marketing. Although there are other dominant factors that affecting the success of Nokia Communicator series in Indonesia, this case study choose to focus in the Community Marketing based on their success as the biggest mobile phone community with more than 35.000 members nationwide. This community achievement acknowledges by the SWA Magazine survey published in November 2008. Nokia Communicator Community ranked number 2 in The Most Influencing Community in Indonesia.

This case study is structured as follow:

1. Case Description, this chapter will discuss about outline of the case study, challenges and its background.
2. Literature Review, this chapter will discuss about the theory of relationship marketing and community marketing which used as the basis of the discussion.

3. Methodology, Case data collection method is discussed within this chapter.

4. Business Analysis, under business analysis, will be started with the background of Nokia and InTouch, Industry, and on section 2 will be discussed the relationship marketing strategy implementation by Nokia. Section 3 of this chapter will be focused on community building strategy by InTouch.

5. Summary and Lesson Learned, is the summary of decision taking by Nokia and InTouch, as well as its correlation with the Relationship Marketing theory by Ed Little and Ebi Marandi books. Section two of this chapter will focus on the lesson learned from the case study.

As a summary, this case study can be used in the Marketing Strategy lesson, as an alternative on how to translate relationship marketing for consumer products in unique Indonesian market.

Jakarta, 22 June 2009

David T Santoso
MM-Executive Bina Nusantara University
0640001591