

# Nokia Rebranding Strategy to Build Brand Awareness and Brand Images in YouTube

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## ABSTRACT

In 2023, Nokia is rebranding or reintroducing products by issuing a new logo. Nokia's rebranding is known to change people's perception of Nokia, because now Nokia is no longer a mobile phone brand but has become a B2B-based technology company. By doing rebranding, of course Nokia has to rebuild brand awareness and brand image in introducing its products. The purpose of this research is to find out the rebranding strategy undertaken by Nokia in building brand awareness and brand image through Nokia's YouTube Channel. The method used in this research is descriptive qualitative with data collection techniques in the form of primary and secondary by conducting in-depth interviews, observations and literature studies. The results of this study are that the rebranding carried out by Nokia begins with changing the company logo in accordance with the times and also these changes provide an understanding to the public about Nokia which has turned into a B2B-based technology company and is no longer an old cellphone brand. Nokia rebranded through their YouTube Channel and received various positive and even negative responses from the public.

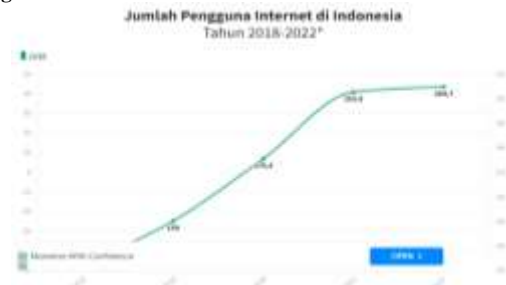
**Keywords:** Brand Awareness, Brand Image, Nokia, Marketing Communications, Rebranding

## INTRODUCTION

Developments and business competition in the technology industry, especially smartphones are currently very tight. A number of well-known smartphone manufacturers such as Apple, Samsung, Huawei, Nokia and Xiaomi continue to

compete to develop and introduce new features to their products in order to compete in an increasingly competitive market (Lely Maulida, 2023). The development of this technology industry can be seen from the use of the internet. Of course this use of the internet has a relationship with the use of the cellphone brand used. The following is the number of internet users in Indonesia as follows:

Figure 1. Number of Internet Users in Indonesia in 2018-2022



Source: GoodStat. (2020). Studying the Development of Smartphone Usage in Indonesia. Accessed in <https://goodstats.id/article/mengulik-perkembangan-pengguna-smartphone-di-indonesia-sT2LA> on March 30, 2023

Based on the data above, in 2022 internet users in Indonesia will increase from the previous year. In 2022 it is known that there will be an increase of 204.7 million users, while in 2021 there will be 202.6 million users. This has made internet users in Indonesia more active and increasing in the last five years. This number continues to increase in line with increased internet accessibility and smartphone penetration in Indonesia. It is estimated that the number of internet users in Indonesia will continue to increase in the future (Naomi Adisty, 2022).

Of course, with the increasing number of internet users in Indonesia, it will be in line with the increasing use of smartphones. According to data from We Are Social and Hootsuite in 2021, the number of smartphone users in Indonesia will reach around 173.7 million people in 2021, or around 62.4% of Indonesia's total population. (Naomi Adisty, 2022). Internet use via smartphones is becoming an increasingly popular trend in Indonesia, with an increase in the number of internet users via mobile devices reaching 11.6% in the past year (Naomi Adisty, 2022). Thus, the use of smartphones in Indonesia will continue to grow and the use of this smartphone brand will also be increasingly diverse.

Nokia is a smartphone manufacturer from Finland which was founded in 1865. In 1992, Nokia launched a very popular mobile phone, the Nokia 1011 which was one of the first mobile phones compatible with GSM cellular networks. Until 1988 Nokia was the leader in the mobile phone market and maintained that position for several years. In 2003, Nokia produced more than 50% of mobile phones worldwide. In 2007, Apple launched the iPhone, which became significant competition for Nokia and other companies in the mobile phone industry. (Emanuel Kure, 2023). Nokia then struggled to keep up with this new competitor. In 2011, Nokia announced a partnership with Microsoft to manufacture mobile phones with the Windows operating system. However, at that time Nokia experienced a very drastic decline so that from 2016 to 2022. The following is a list of smartphone brand sales for 2021 – 2022 in Indonesia.

Table 1. List of Smartphone Brand Sales for 2021-2022

Company	2022	2021
apples	72.3 million units	85.0 million units
Samsung	58.2 million units	69.0 million units
Xiaomi	33.2 million units	45.0 million units
OPPO	25.3 million units	30.1 million units
Vivo	22.9 million units	28.3 million units
Nokia	3.2 million units	2.8 million units
Other	88.3 million units	110.2 million units

Source: Kompas. (2023). Top 5 Smartphone Brands in the World in 2022. Accessed in <https://tekno.kompas.com/read/2023/01/30/08000037/5-large-merek-smartphone-dunia-tahun-2022-samsung-teratas> on March 30, 2023

Based on the data above, it is known that Nokia has very little sales compared to other competitors. This significant comparison and decline occurred mainly after Nokia lost market dominance in the mobile phone era, and was followed by difficulties in competing in the smartphone market. Nokia is having a hard time adjusting to new trends in the mobile phone market, especially with the emergence of new competitors such as Apple and Samsung (Yudhistira, 2023). Nokia products are no longer in demand and are losing market share worldwide. Nokia is considered to be less flexible and slow to adapt to market changes and new technology trends. This causes Nokia to lose market share to other competitors who are quicker in adopting new trends and more aggressive in marketing new products. Later, Nokia's partnership with Microsoft to develop Windows Phone mobile phones was deemed not successful in returning Nokia to a stronger position in the smartphone market. Ultimately, this partnership also ended when Microsoft bought Nokia's mobile phone business and took control of the Lumia and Windows Phone brands (Febrian Fahusni, 2022). In addition, Nokia was considered to be less aggressive in adopting new technologies such as mobile internet services and mobile applications, which ultimately left Nokia behind other, more innovative competitors.

Based on previous research conducted by Nicky Timpal; SLHVJ layer; Paulina Van Rate, (2016) that brand awareness has an influence on purchasing decisions for the Nokia brand. This makes evidence that brand awareness has important relevance in a product. As for this research, it is explained that Nokia must also improve the quality and design in the operation of its brand so that it can maintain and enhance the brand image for Nokia. This study states that Nokia's marketing or marketing activities must be increased so that the Nokia brand can be trusted and becomes a good brand. As for other studies according to Paisal (2011) that Nokia's brand image

must be improved, because in this study Nokia must evaluate it because it does not have a significant influence in attracting customers or lacks brand awareness. This will certainly affect the buyer's decision to buy Nokia brand products. Thus, there is a difference between previous research and this research where the researcher will explain the strategy of changing the logo or rebranding carried out by Nokia to build brand awareness and brand image. This research will emphasize the rebranding strategy carried out by Nokia on the evaluation and problems that occur in order to build brand awareness and brand image.

Due to the problems that occurred, it is known that Nokia has experienced a decline in sales levels which is a concern for the company and can affect trust in the Nokia brand itself. The low level of trust and also sales of the Nokia brand raises interest for researchers to research and analyze the rebranding strategy undertaken by Nokia to build brand awareness and brand image, because brand awareness and brand image have an influence on public perception so this will be a very significant research for know brand reputation in order to increase brand awareness and brand image to gain and expand consumer knowledge. This is in accordance with research conducted by Makarim (2019) that rebranding can have a significant effect on brand awareness and brand image or brand image. If done well, rebranding can help increase brand awareness and reintroduce the brand to consumers who may not have used the brand's products or services for a long time. Rebranding can help brands reflect new business directions, improve brand image, and attract new consumers. In some cases, rebranding can also help the brand to increase its competitiveness in the market or eliminate negative perceptions that may have been attached to the previous brand (Suryawardani & Mariastuti, 2015). This makes the reason researchers are interested in explaining and analyzing the rebranding strategy undertaken by Nokia in building brand awareness and brand image. It needs

to be clarified that this research will focus on the strategy carried out by the Nokia brand on YouTube, without discussing the details of Nokia products.

## **THEORETICAL FRAMEWORK**

This study uses relevant theories and concepts according to the problems studied. As for the theories and concepts used as the foundation in this study, namely the rebranding theory put forward by Merrilees Bill; Dale Miller, (2008) that rebranding carried out in a product will create a new image and even a new position in the minds and minds of consumers so that this can become a different positioning in the eyes of consumers and competitors. The rebranding carried out by Nokia is in line with the definition of rebranding by Collage Veronique; Adrien Bonache (2015) that the rebranding process is carried out by changing the name or even changing the logo attributes in the brand so that it will cause negative responses from consumers and can reduce consumer confidence in the company. This is consistent with this research which will analyze the rebranding carried out by Nokia that this will become a new identity so that brand awareness and brand image are needed to reintroduce Nokia to the audience. The following are the theories and concepts used in this study as follows:

### **Rebranding**

Rebranding is the process by which a brand or company changes their visual identity or marketing message to achieve a specific goal. As stated by Nugroho(Nugroho et al., 2019)in Merilees (2005) that the purpose of rebranding is to increase brand awareness, expand the market, or repair a damaged brand image. Rebranding must consider how this change will affect the brand identity and how the new brand identity will connect with consumers. Rebranding should consider the target market segment and try to understand what is important to consumers in that market segment. Rebranding should try to improve brand

perception and create connections with consumers. Rebranding must consider how the brand will communicate with consumers. This includes brand messaging, marketing tactics and social media. After rebranding, it is necessary to evaluate whether goals have been achieved and how consumers have reacted to the new brand. In rebranding, it is necessary to consider several factors such as cost, time, and associated risks. However, if done well, rebranding can help brands or companies to improve their brand image, increase sales, and achieve other business goals.

Rebranding can include various elements, such as changes to logos, packaging designs, slogans, or marketing strategies (Nugroho et al., 2019). However, rebranding is not just a change in visual elements, but must also be accompanied by changes at the level of organizational values or culture. Successful rebranding must be supported by a clear and measurable strategy, and consider the targeted market segment and what is important to consumers in that market segment. In addition, evaluation after rebranding is also important to evaluate whether the goals have been achieved and how consumers react to the new brand. Nonetheless, rebranding can also involve risks, such as loss of brand identity or loss of consumer loyalty. Therefore, it needs to be considered carefully before rebranding and accompanied by the right communication strategy to maintain consumer trust.

### **Brand Awareness and Brand Image**

Brand awareness is the level of knowledge and awareness possessed by consumers of a brand (Acai Sudirman, 2022). This includes consumers' understanding of the existence of the brand, the associations they have with the brand, and the extent to which the brand is recognized and remembered by consumers. Brand awareness is important for companies because it can influence consumer purchasing decisions. The higher the level of brand awareness, the more likely consumers will choose the brand

when they are in the buying decision process. Brand awareness can also differentiate a brand from its competitors and helps in building a strong brand image.

Brand image is the image or perception formed by consumers towards a brand or product. This concept is part of branding, which is the process of building and managing a brand or brands of a product or company. Brand image can be formed in various ways, such as through direct consumer experiences with brands or products, promotions, advertisements, and reviews from other people (Rizki, 2019). This can influence consumers' perceptions of brand quality, reliability, value and reputation. Brand image theory talks about how brands influence consumer perceptions and emotions towards products. In brand image theory, brands have psychological values related to images formed by consumers, such as lifestyle, status, and credibility. Building a positive brand image can help increase consumer trust and increase customer loyalty (Rizki, 2019). Therefore, companies should strive to build consistent and positive brand awareness and brand image by developing appropriate branding strategies and enhancing customer experience with the product or brand. However, companies must also note that brand awareness and brand image can change over time and can be affected by changes in the market or changes in business. Therefore, companies need to regularly monitor and evaluate their brand image and implement appropriate strategies to improve or strengthen their brand image if necessary.

### **Corporate Identity**

Corporate identity is the image or overall picture of a company that is reflected in all aspects of its business. Corporate identity includes visual and non-visual elements used to build a brand image, such as logos, slogans, colors, packaging designs, and marketing messages. Corporate identity is an important aspect in building a strong brand. By having a consistent and well-

defined corporate identity, companies can differentiate themselves from competitors and build a positive image in the eyes of consumers (Nugraha, 2016). Corporate identity can also provide guidance for all aspects of a business, including marketing strategy, product design, and store layout. In building a corporate identity, a company needs to consider the values and goals the company wants to convey to consumers, as well as the market segments it wants to target. A successful corporate identity must be consistent, easily recognized, and convey a clear message about the company's values and goals (van Riel & Balmer, 1997). Corporate identity can also evolve over time, in line with changes in business or changes in markets. However, companies need to ensure that these changes are consistent with the company's values and objectives that have been set previously, and are accompanied by the right communication strategy to maintain consumer confidence.

### **The concept of AICDA (Attention, Interest, Conviction, Desire, and Action)**

AICDA stands for Attention, Interest, Conviction, Desire and Action. This concept is used in marketing to describe a series of stages that consumers go through in making a purchase decision (Wijaya, 2012).

1. *Attention*(Caution): This stage is when the consumer is first exposed to the product or brand. The goal at this stage is to attract consumers' attention with attractive marketing elements such as advertisements, brochures or packaging.
2. *Interest*(Interest): After consumers are interested in a product or brand, the next stage is to maintain consumer interest. This can be achieved by providing more information about the product, such as the advantages and benefits of the product.
3. *Conviction*(Confidence): After consumers are interested and engaged with the product, the next step is to build consumer confidence in the brand or product. This can be done by providing

social proof, recommendations or product certification.

4. *desire*(Desire): After having confidence in the product, consumers will then build a desire to have it. This stage can be achieved by highlighting product features and benefits that attract and intrigue consumers.
5. *action*(Action): The last stage of AICDA is when the consumer takes action to purchase the product or brand. The goal of marketing is to ensure that the buying process is easy to make and encourage consumers to take purchasing action.

Thus, AICDA is a marketing model that is quite popular and is often used in marketing campaigns to help understand consumer behavior and speed up the buying process. However, this model is not a fixed or standard method and may vary depending on the product, brand or target market segment.

### **METHODS**

This study used a qualitative method with a descriptive-analytic type of research. Qualitative research methods are used to describe a symptom to be able to see the conditions that exist in that situation with the results of observations, interview results and so on (Kriyantono, 2022). The type of research conducted in this research is descriptive-analytic. In this study, researchers will describe social phenomena in detail, depth, and comprehensively. This method aims to understand the meaning and complexity of a phenomenon by analyzing the collected qualitative data. As for this study using primary and secondary data sources. The primary data source in this research is to collect data in this study according to the research plan that has been designed. During this process, researchers used techniques such as in-depth interviews, direct observation, field notes, or document analysis according to the logo change (Rebranding) carried out by Nokia. (Miles & Huberman, 1984). As for secondary data sources, researchers look for literature

reviews, as well as relevant documents that are in accordance with the research. This research will focus on and look for data sources from YouTube as one of the research locations, because the logo change (Rebranding) made by Nokia was first announced and informed through the Nokia YouTube Channel.

## RESULT

### Nokia Rebranding Strategy by Changing the Company Logo and Business Focus

Rebranding is an important effort for the company to strengthen its brand and reflect the business direction and strategy that is

being taken. In 2023, Nokia is making another logo change as part of their rebranding efforts. The new Nokia logo replaces the previous, simpler logo with a dark blue color and large Nokia letters. This change reflects Nokia's efforts to renew their brand and reintroduce themselves as a strong and innovative technology brand (Diyon Erlangga, 2023). The rebranding carried out by Nokia reflects efforts to reintroduce the Nokia brand as a strong and reliable brand in the global mobile phone market (Kemazan, 2023). The following is a comparison of the old Nokia logo and the new Nokia logo as follows:

Figure 2. Comparison of the Old Logo and the New Nokia Logo



Source: Radar Mukomuko. (2023). After More Than 60 Years, Nokia Launches New Logo. Accessed in <https://radarmukomuko.disway.id/read/656060/After-lebih-dari-60-tahun-nokia-meluncurkan-logo-baru> on March 30, 2023

Based on the image above, Nokia replaced its old logo with a new logo in 2023 to reflect the company's change in strategy and business focus which is currently more focused on telecommunications networks and infrastructure or on B2B (Business-to-Business). The new Nokia logo has a simpler and more minimalist design than the previous logo, using a more modern sans-serif font that forms one geometric shape within the branding. This logo also uses white, which is very different from the color of the old Nokia logo. According to Nokia, the new logo is designed to reflect the company's philosophy of being innovative, responsible and future-oriented (Radar Mukomuko, 2023). This logo is also

intended to give a more modern and elegant impression, so as to attract the attention of Nokia's clients and potential clients worldwide. As such, the rebranding reflects Nokia's efforts to reintroduce itself as a strong and reliable mobile brand, building on the reputation it has built over the years. In addition, Nokia has also carried out several rebranding in the telecommunication network and technology business.

## DISCUSSION

**Nokia's Strategy to Conduct AICDA (Attention, Interest, Conviction, Desire, and Action) to Build Brand Awareness and Brand Image**

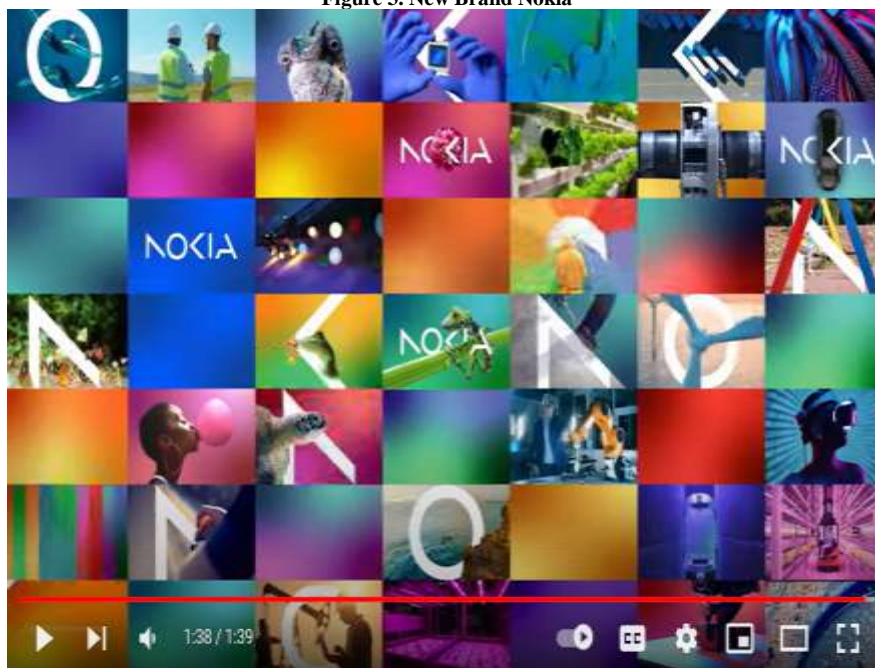
Has we know that Nokia is rebranding by changing the logo of the company. Nokia made changes to the company logo to increase brand awareness, expand the market, or repair a damaged brand image. To improve its outdated brand image, Nokia is implementing a strategy that is considered to determine the company's future. As for this research, it also examines the responses

from Nokia users and non-users which will be related to the AICDA concept as follows:

### Attention

This stage is when the consumer is first exposed to a product or brand. The goal at this stage is to attract consumers' attention with attractive marketing elements such as advertisements, brochures or packaging.

Figure 3. New Brand Nokia



Source: YouTube Channel Nokia

Based on the results of in-depth interviews by researchers with informant 1, namely Nokia users. He stated that:

*"Nokia has spread its wings to technology being up to date with transformation and technology, I believe that from the start they will make changes and they can afford it."*

Informant 1 stated that Nokia has now been able to expand its wings by using the latest or up-to-date technology. This is proof that the rebranding carried out by Nokia has succeeded in influencing the public, especially in carrying out brand awareness and brand image which has been carried out by Nokia so far. Informant 1 also stated that:

*"Nokia is trusted, especially from age, because Nokia is the prior of network and technology, especially Nokia's resilient image in the past."*

This is similar to the statement from informant 2 who is not a Nokia user. Informant 2 stated that:

*"I've never used Nokia before, yes, there are lots of other options, actually like Sony Ericsson, Motorola, the reason is because of the features and the affordable price compared to other brands (Siemens). But, right now, when Nokia is rebranding, Nokia is fresher, cooler, in fact, I hope this logo is on Nokia's new cellphones."*

Based on this rebranding Nokia displays several new elements and elements in its brand. It can be seen that Nokia is now more dynamic and active in displaying changes in some of its advertisements. This certainly

can attract the attention of consumers with the communication marketing strategy carried out. Thus, in this attention Nokia can be said to be successful by making changes to the old Nokia concept with the new Nokia.

### Interest

After consumers are interested in a product or brand, the next step is to maintain consumer interest. This can be achieved by providing more information about the product, such as the advantages and benefits of the product. Based on the results of interviews with informant 1 he stated that:

*"If you look at the cellphones, they are very competitive in terms of price, you could say it's a middle up user. Currently, there are many new brands, for example Apple, which is considered high-hand and so on. I want to use it if it's in the budget. Nokia trusted brand for B2B."*

Based on the results of the interview, the informant has an interest in using Nokia if the price and facilities provided can support daily work and productivity. This is

evidence that the rebranding carried out by Nokia can provide an illustration that rebranding can change the brand image that has been applied for a long time. Of course this will also affect the corporate identity that is within Nokia as a company. Thus, the rebranding carried out by Nokia will affect a person's interest in buying a product.

### Conviction

Once consumers are interested and engaged with the product, the next step is to build consumer confidence in the brand or product. This can be done by providing social proof, recommendations or product certification. When the authors conducted the interviews, the researchers also provided evidence in the form of video recommendations and so on related to Nokia to build their confidence. This is also similarly done by Nokia, especially on the Nokia YouTube Channel where they also distribute product videos to convince their consumers.

Figure 4. Nokia WiFi Beacon 10



Source: YouTube Channel Nokia

Nokia certainly distributes its products to be better known and known by the public. With developments and a changing business focus, Nokia must be able to gain awareness in order to reach a larger audience. This is in

accordance with the statement of informant 2 that:

*"Maybe it will be a good development, especially if the technology will be developed in Indonesia, Nokia technology*



*which is said to be a network pioneer. Previously, it was Nokia, just cellphones, for networks, it was a different brand. But now Nokia has reached several market segments."*

Thus, the rebranding carried out by Nokia is not only in the form of changing the logo, but also changing the market focus to B2B in order to reach and convince consumers more about Nokia's current capabilities. This makes Nokia must be consistent in giving confidence to consumers so that it can run consistently and keep abreast of the times.

### **Desire**

After having confidence in the product, consumers will then build a desire to own it. This stage can be achieved by highlighting product features and benefits that attract and intrigue consumers. Of course, the presence of Nokia as a new brand will change consumer perceptions of Nokia. Nokia is now not only rebranding its company logo, but also changing its business focus to B2B. This makes Nokia has a great opportunity to be able to reach a larger audience. Based on interviews conducted with informant 1, he stated that:

*"Back when Nokia was booming and technology was changing, when BB (BlackBerry) came with its technology with BBM (BlackBerry Messenger), so I moved to BBM too. I know that Nokia has changed before, I know from YouTube they changed the logo, I have experience from a business side like SIEMEN, the philosophy is really cool with "Connecting People", Data, AI, and ending with humans, how Nokia is not only in communication on cellphones, but also cloud data and in the end it can go to Human."*

Based on the results of the interview with informant 1, he was sure that the logo change and business focus carried out by Nokia would have big targets for the future. This is because Nokia does not only focus on smartphones, but Nokia has a business focus such as the use of Cloud, AI and so on which can support the needs of various

technologies and people. This is similarly said by informant 1 that he is also interested in using Nokia if the prices and services provided are appropriate and within the budget. As for similar beliefs by informant 2, who incidentally is not a Nokia user, he stated that:

*"It's possible that Yes (want to use Nokia), because some I know, some technologies created in Indonesia will be used in Indonesia in the future such as 5G technology. Because what I know in some networks will be an expense in 5G so it will be very good, so the players are not just one brand, so there are competitors."*

At present Nokia has developed the latest technology in its device features, especially in the use of 5G. Nokia offers some of the latest technology that can support the productivity of its users. It is known that in 2023, Nokia released the Nokia 5G Series G which uses the Android 14 system, 50 MP camera at an affordable price (Fiki Ariska Dinana, 2023). This makes Nokia will spread its wings again.

### **Action**

The last stage of AICDA is action when consumers take action to buy the product or brand. Based on the results of the interviews, informants 1 and 2 were significantly interested in the rebranding carried out by Nokia. However, the two informants have not made sure to use Nokia as their device. Even so, the rebranding carried out by Nokia has certainly opened up opportunities for Nokia users and non-Nokia users to use Nokia. On the rebranding carried out by Nokia, informant 1 especially interested in Nokia's philosophy and the tagline "Connecting People" and through this rebranding, the informants are enthusiastic about Nokia's future business which is not only focused on cell phones but also in the cloud, and continues its philosophy of connecting humans with technology. Meanwhile, informant 2 also stated that he believed that Nokia would develop well and be enthusiastic if it was developed in Indonesia. As a network

pioneer, informants are enthusiastic about Nokia's network as a new product. Thus, the rebranding or logo changes submitted through the Nokia YouTube channel as well as the delivery of Nokia's business changes as elements of the Rebranding itself have been successfully carried out. The audio-visual communication conducted via YouTube has also been successful in conveying the new Nokia brand and products. In addition, after 60 years Nokia has changed its brand image by changing its logo in line with the development of a new business direction. The appearance of the new logo influences consumer perceptions of Nokia.

## CONCLUSION

Based on the research results that NOKIA Logo Change Strategy (Rebranding) in Building Brand Awareness and Brand Image Through YouTube is the right strategy. This is shown by the consumer's view of Nokia identity as a giant company that once triumphed in its time and succeeded in attracting consumers' attention through changes to the logo and business being carried out. Rebranding carried out by Nokia in the form of changing the logo and changing the target market is a strategy carried out by Nokia to increase brand awareness, expand the market, or repair a damaged brand image. We already know that Nokia is known as an obsolete and old brand, so Nokia needs to rebrand to create new dynamics within the company. The rebranding carried out by Nokia will certainly affect corporate identity so that Nokia needs to think about the impact in the future.

Rebranding carried out by Nokia will certainly help the company build a new image in the eyes of consumers and other stakeholders. An updated corporate identity can communicate a new message about the company's vision, values and goals. In addition, the rebranding carried out by Nokia can increase customer confidence in the company. This is in accordance with the results of interviews with informants that a

strong and consistent brand identity can build stronger relationships between companies and customers, and can affect the level of customer loyalty. Nokia's rebranding can help the company attract the attention of new target markets or previously unreached customer segments. By changing corporate identity to suit new market needs and preferences, companies can expand their customer base and achieve better growth. Thus, the rebranding carried out by Nokia to build brand awareness and brand image has been successful by creating a strong corporate identity that can increase the attractiveness of the company so that it can build better partnerships in the future.

## Declaration by Authors

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