

Brand Nokia: Reconnecting with people

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Brand Boomerang: Nokia Plans a Return to Smartphones

Two years after the name **Nokia** basically disappeared from the smartphone business, it will make a return.

In 2014, the Finnish company sold its smartphone business to **Microsoft** for \$7.2 billion and the **brand** name disappeared from the market, replaced by products from **Samsung** and **Apple**. Now, **Nokia** has [announced](#) it is licensing the **brand** to another Finnish company that is headed up by previous **Nokia** employees. The new company has more than \$500 million in investments from HMD Global. According to [Gizmodo](#), the deal is good for the next decade—an eon in the smartphone world.

“It’s going to take more than a well-known **brand** name in this competitive market,” Gartner analyst Annette Zimmermann told [Bloomberg](#). “To shake up the market and offer something that excites the fickle market will be difficult.”

The new effort using **Nokia**’s name will be run by former **Nokia** manager Arto Nummela, who is also currently the head of **Microsoft**’s Mobile Devices business for Asia, Middle East and Africa.

“The long and short of it—new **Nokia-branded** phones and tablets are on the way,” notes **Gizmodo**. However, HMD isn’t quite ready to start churning out tablets and phones just yet. Products still need to be developed before they will be marketed and sold.

Microsoft may be getting out of selling cheaper phones as it also announced it is selling its feature phone assets to Foxconn subsidiary FIH and HMD, and phasing out its Lumia **brand**.

As ZDNet [notes](#), “**Microsoft**’s announcement today that it is [selling off the remaining feature phone part of its mobile business](#) and only “[supporting](#)” (not continuing to manufacture new models) of its Lumia **Windows** Phone line is yet another instance of **Microsoft** signaling ‘[our strategy has shifted](#).’”

“Feature phones were never a core part of **Microsoft**’s strategic aim behind the purchase

of **Nokia**'s devices business," said IHT Technology analyst **Ian Fogg** to [the BBC](#). "Following the **Microsoft** reorganization last year, it was clear the feature phone business was an unwanted extra and **Microsoft** most likely took the first good offer to take the business off its hands."

The deal is expected to close by year's end and will see about 4,500 people change employers.

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