

What does Android learn from Nokia's return?

Nostalgic is a formidable source of power in the technology world. Not only does it affect emotionally, it is really profitable.

Most of us think that digital technology is something cold and emotionless. But try asking those who used to play Nintendo games, used to love old portable CD players or black-and-white TVs, they will show you the true emotional connection between people and technology items we use. use.

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Let's look at the real case: Nokia, the one-time phone maker, sold 4.4 million smartphones in the previous quarter. Surprisingly, this number is larger than the sales of big men, including Google.

1. Super product Nokia 8 Sirocco, running Android One, the price of iPhone X
2. The 'banana' legend in the Nokia 8110 Matrix comes back



Nokia 8 Sirocco and Nokia 8110 revived

This is good news for Nokia but is probably a bad sign of branding with Google and the Android ecosystem in general. If a distant telephone company can come back and overcome technology giants, where will the prospects for other phone manufacturers on Google's platform go?

The most detached person in the Android world is Samsung, a Korean phone maker making billions of dollars and becoming the perfect iPhone alternative for those who want to use Android.

Samsung has done so by bringing its pre-rival features, beautiful design, strong marketing strategy and customer care at every stage. But Samsung is just a lonely island that has been successful in Android's fiasco defeat.

1. LG continues to make no money from its smartphones.
2. Sony has finally made a profitable phone after years of trying but falling sales and needing to stop high-end products - things that make real money.
3. HTC is close to the brink of closing.
4. Other small names like Lenovo, ASUS, OnePlus . are still far from global.

The problem with Android phone manufacturers is in confusion about messages and brands.

1. Sony prides itself on image quality but the camera is laggy.
2. LG tried to bring new features, like the second screen above the phone, but could not support it.
3. Essential Phone sales, a rumored phone, are bad because almost nobody knows what it is.

In addition, users cannot expect Android phones to become an ecosystem, with accessories or support. When you buy an iPhone or Samsung Galaxy, you know you can fix it when it is broken and it comes with a full cover and charger. But with other Android phones, it doesn't.



Galaxy S8 is Samsung's successful phone

Customer's choice depends on 2 things: first impression of the product and life expectancy with after-purchase services. That explains Nokia's recent unexpected success, which has been famous for bulletproof phones.

The Nokia brand is not even itself after being sold by Microsoft. HMD acquired the Nokia brand and now iPhone maker Foxconn will now manufacture the phone and label Nokia. That is the power of nostalgia and branding: Nokia as a company is no longer available but the name is still recognized enough to sell more than other competitors.

Branding is not just about marketing. It is also the art of understanding customer psychology, creating a deep connection with the product so that someday users will remember it. This is not simple and the core lies in creating products that go with marketing strategies.

In the Android world, there are few brands that can do that. Samsung is one of the few with the highly rated Galaxy S8, possessing a smart marketing strategy and can say that it is 'mature', along with the iPhone.

The combination of message and product quality is what many other Android phones lack, making people rush to Nokia. Not only is the power of nostalgia, it is also a sign of the brand that when done properly, will last as long as the old Nokia phones.

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