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BRAND VOICE ANALYSIS

Your brand voice

How Nokia sounds — and how to keep it consistent.

Company	Nokia
Brand voice	Human, clear, simple, and direct. (e.g., 5G networks; data center networks; AI-native RAN; technology licensing; Nokia Bell Labs research)
Website	www.nokia.com
Pages analysed	8
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Summary

- 01 Authoritative technology-leader voice: Nokia speaks as the company that "defines" eras and delivers "industry's first" platforms, positioning itself as a technology leader in networks for the AI era and critical network infrastructure.
- 02 Outcome-led and customer-facing: headings name the audience (AI and cloud providers, telecommunication providers, mission-critical enterprises, licensees) and pair them with a short benefit promise — "Scale faster", "Operate securely with high-performance connectivity".
- 03 Proof-driven rather than promotional: claims are consistently anchored in verifiable numbers and third-party validation (SBTi-approved targets, 50% power reduction in 5G mMIMO, 87% renewable electricity in 2024, 10 Nobel Prizes, 26,000+ patent families, 160 years).
- 04 Purpose framing alongside engineering detail: "Advancing connectivity to secure a brighter world", "Driving impact at scale through digital", "handprint" vs "footprint" — big-picture human benefit expressed in plain, non-sentimental language.
- 05 Consistent imperative call-to-action pattern: "Discover...", "Explore...", "See our...", "Learn more", "Read our approach" — short, verb-first, no hard-sell language.

Voice attributes

These words describe the impression your current website content leaves on a reader.

Authoritative

Forward-looking

Evidence-based

Clear and economical

Purpose-driven

Core brand voice

Nokia writes as an established technology leader that has been shaping networks for 160 years and is now defining the AI era. The core voice combines three things: (1) leadership claims stated plainly and without hedging ("Nokia defines the next era of radio with the industry's first AI-native RAN platform"; "Nokia on teknologiajohtaja tekoälyn aikakauden verkkoratkaisuissa"); (2) engineering credibility — specific technologies are named (FP5, PSE-6s, Quillion chipset, MantaRay SMO, anyRAN) and quantified; (3) a purposeful horizon ("Advancing connectivity to secure a brighter world", "Next generation networks for a better world").

Three non-negotiable rules for every piece of copy:

Lead with the customer outcome or the industry shift, not with the product name. Product names come second, as the mechanism.

Every claim carries evidence — a figure, a baseline, a date, a standard or a named partner. If evidence is unavailable, soften the claim rather than remove the proof.

Never over-promise or dramatize. The scale of the facts (4.4 billion phones, 150+ countries, 10 Nobel Prizes) does the persuading; adjectives do not.

We are: precise, confident, useful. We are not: hyperbolic, jargon-drunk, or nostalgic. Heritage (Bell Labs, the transistor, Information Theory) is used as proof of future capability, never as a museum piece.

Tone and register

Register is professional B2B — closer to a well-edited technical briefing than to consumer advertising. Formality is medium-high, but sentences stay short and readable.

The tone flexes by context while the voice stays constant: • Solution and homepage copy: confident, energetic, benefit-first. Short declaratives and imperatives ("Scale faster with advanced optical and IP connectivity."). • Sustainability copy: measured, transparent, accountable. State commitments,

baselines and years; explain terms (net zero vs carbon neutral) rather than assuming knowledge; acknowledge trade-offs as the site does with "handprint" and "footprint". • Investor copy: neutral, factual, timestamped. No adjectives, no positioning language. Dates, times, currencies and formats exactly as in the source ("23 July 2026 at approximately 8 a.m. ... 3:00 p.m. Finnish time (EEST)"). • Bell Labs / research copy: intellectually curious and narrative, allowed slightly more colour ("The Idea Factory", "a breakthrough with a bang"), but always grounded in the actual discovery.

Avoid: exclamation marks, rhetorical questions in product copy (they belong in explainer FAQs), fear-based framing, and internal shorthand used without expansion on first mention.

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Vocabulary and terminology

Words and phrases to use (drawn from the site's own language): AI era, AI supercycle, AI-native, AI-powered, autonomous networks, networks that sense, think, act, critical network infrastructure, mission-critical, high-performance, secure connectivity, advanced networks, mobile, fixed and transport, broadband access, data center networks, optical and IP connectivity, RAN evolution, orchestration, energy efficiency, circularity, decarbonization, net zero, science-based targets, handprint and footprint, value chain, pioneering, innovation.

House-style conventions: capitalize product and suite names exactly (Autonomous Networks Suite, MantaRay SMO, anyRAN, Nokia Bell Labs, Quillion, FP5, PSE-6s). Always write "Nokia Bell Labs" on first mention, "Bell Labs" acceptable afterwards in historical narrative. Expand acronyms on first use in customer-facing copy (RAN, SMO, PON, SBTi, GHG, mMIMO). Use the audience labels consistently: AI and cloud providers, telecommunication providers, mission-critical enterprises, technology licensees. State emissions data with scope and baseline year ("scope 1, 2 and 3 ... from a 2019 base year").

Words and phrases to avoid: "cutting-edge", "world-class", "best-in-class", "revolutionary", "game-changer", "seamless", "future-proof", "synergy", "unleash", "journey" as a marketing filler (it is acceptable in "net-zero journey", where the site uses it deliberately), "green" or "eco-friendly" as loose sustainability claims, "solutions" used vaguely without naming what is

delivered, and empty superlatives without a figure attached. Avoid consumer-handset associations and any nostalgia-first framing of the Nokia brand. Avoid "we believe" in factual product copy; reserve belief statements for clearly signposted viewpoint content.

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Sentence structure and rhythm

Default pattern: one idea per sentence, 8–20 words. Paragraphs of 1–3 sentences online; longer paragraphs are acceptable only in Bell Labs history and sustainability explainers.

Structural devices the brand already uses well and should keep: • **Headline** = claim of leadership or shift. **Subline** = the customer benefit. **Link** = a verb-first CTA. Example: "Modern data centers that supercharge AI" → "Discover the critical role of the network". • **Audience block**: audience noun as heading, one benefit sentence beneath, one CTA ("Mission critical enterprises — Operate securely with high-performance connectivity."). • **Triads for momentum**: "sense, think, act"; "mobile, fixed and transport"; "silicon, software, and systems". • **Bulleted commitments in sustainability and technical copy** — each bullet a self-contained, quantified statement.

Rhythm guidance: alternate a short declarative with a longer explanatory sentence to avoid a staccato, slogan-only feel. Front-load the news in press-release style headlines (subject + verb + what changed). CTAs are 3–7 words, always starting with a verb: Discover, Explore, See, Read, Learn, Watch, Find. Do not use "Click here".

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Target audiences and how to address them

Telecommunication providers — the core commercial audience. Speak to network performance, security, evolution paths and the ability to monetize the AI shift. Give them optionality language (anyRAN: "the widest choice of strategic options"). Technical depth is welcome; still open with the business outcome.

AI and cloud providers — speed and scale are the drivers. Lead with capacity,

throughput, power-per-bit and time-to-deploy; keep copy compact and metric-heavy ("Scale faster with advanced optical and IP connectivity").

Mission-critical enterprises and industries — security, reliability and continuity first. Use concrete operational contexts of the kind the site references (energy/utilities, aviation and air traffic management). Reassure through specifics, never through fear.

Technology licensees — value of the IP portfolio. Factual, rights-aware, precise; reference the patent-family scale and R&D investment rather than emotive language.

Investors and analysts — factual, compliant, timestamped. No marketing adjectives in results and stock-exchange communications; ensure event details, symbols, currencies and dates are exact.

Sustainability stakeholders, regulators and reporters — transparent and technically literate. Always give target, scope, baseline year and validation status; define terminology.

Researchers, talent and the technical community (Bell Labs) — peer-to-peer and idea-led. Celebrate people and breakthroughs by name and date; invite collaboration (prize, internships, academic partners).

Addressing style: use "we"/"our" for Nokia and "you"/"your" for the customer in solution copy; use the third person "Nokia" in investor, governance and formal sustainability statements, as the site does.

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Channel-specific guidelines

Website homepage and hub pages: modular and scannable. Headline (max ~12 words) + one-sentence benefit + one CTA per block. Never more than one CTA per card. Image alt text should describe the subject factually.

Solution and product pages: structure as shift → outcome → capability → proof → next step. Include an on-page contents list for long pages, mirroring the site's "On this page" pattern. Quantify differentiators.

Newsroom and press releases: front-load news value; name partners and countries; use the "who + what + why it matters" structure evident in the current headlines. Keep leadership claims like "industry's first" only where they

can be substantiated. Financial releases follow regulated wording and fixed nomenclature.

Investor relations pages: pure information architecture. Dates, times with time zone, exchange, symbol, currency. No persuasive language.

Sustainability pages: commitment + number + baseline + deadline + verification. Provide definition boxes for technical climate terms. Link to the primary document (report, climate transition plan) rather than paraphrasing at length.

Blog and insights: an expert voice with a point of view; first person plural allowed; explain why a technical development matters to the reader's operations. Titles may be longer and question-led ("Why Digital Air Traffic Management Depends on the Communications Network Beneath It").

Bell Labs content: storytelling with dates, names and consequences. Anniversary and milestone framing is on-brand.

Localization (e.g. Finnish site): translate meaning, not word order; keep product and suite names in English; keep the number-led proof points intact. Ensure locale copy is proofread — current Finnish pages contain typos and spacing errors that undercut the precise, engineering-grade tone.

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Before/after examples

Example 1 — Product/solution copy Before: "Our revolutionary, cutting-edge radio solutions are best-in-class and future-proof your network for whatever comes next." After: "The industry's first AI-native RAN platform. Built so operators can add AI capability to existing radio networks — and evolve on their own terms." (Why: replaces superlatives with a substantiated first, names the audience benefit, keeps optionality language.)

Example 2 — Sustainability copy Before: "Nokia is deeply committed to being a green company and to doing everything we can to fight climate change." After: "Nokia has committed to net-zero greenhouse gas emissions across its value chain by 2040, with a 50% reduction in absolute scope 1, 2 and 3 emissions by 2030 from a 2019 base year. Both targets are approved by the SBTi." (Why: swaps sentiment for scope, baseline, deadline and third-party validation.)

Example 3 — Data center / cloud audience Before: "We offer a broad portfolio

of networking solutions that can help your business grow in the AI age." After: "Scale AI capacity faster with advanced optical and IP connectivity — and see why the network is the critical layer beneath every AI data center." (Why: verb-first benefit, specific technology domains, one clear next step.)

Example 4 — Bell Labs heritage Before: "Bell Labs has a long and proud history of amazing inventions that changed the world forever." After: "In 1947, Bell Labs researchers invented the transistor to replace vacuum tubes in the telephone network. A year later, Claude Shannon published Information Theory. Both still underpin the networks we build today." (Why: concrete facts and dates, and it connects heritage to present-day capability.)

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Areas for improvement

Three concrete changes that raise the level of your communication quickly.

- Tighten and proofread the localized (Finnish) pages: fix typos and spacing such as "tekoälyän", "askeleen edellä tekoälyän aikakaudella ." and "Kiihdytä kasvu" → "Kiihdytä kasvua". Precision in language is part of the engineering credibility the brand claims.
- Standardize the audience labels and their benefit lines across the site. The homepage currently mixes "AI and cloud providers / Telecommunication providers / Mission critical enterprises" with variants like "Telecommunications providers" and "Mission-critical". Agree one term per audience, one hyphenation rule, and one benefit sentence each, then reuse everywhere.
- Add a proof point to every leadership claim. Statements like "industry's first", "widest choice" and "supercharge AI" should each be followed by one quantified or sourced sentence — the site already does this well in sustainability (87% renewable electricity, 75% FP5 power reduction) and should mirror it in network solution copy.

NEXT STEP

How do you keep this consistent across the whole team?

A document helps, but real change happens when every writer hits the same voice every time. Let's spend 30 minutes on what that would look like for you.

[Book 30 minutes with Mikko](#)

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