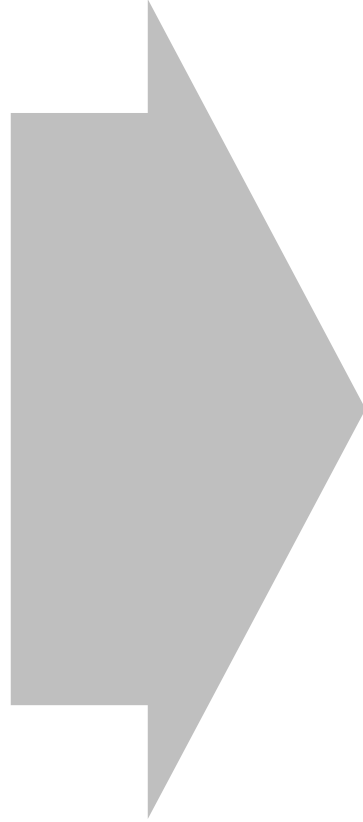




# TELIA ESTONIA SUCCESSFULLY CREATES NEW GENERATION TELCO





# A VERY AMBITIOUS REBRANDING PROJECT – CHANGING...

- 2000 e-mail addresses and authentication
- 200 cars
- 28 retail shops
- 8 office buildings
- 15 internal tools
- Up to 10 000 contracts and legal notifications
- Up to 100 000 brand names in different systems
- And all advertising and sales materials with new design and tone of voice



# INTERNAL ENGAGEMENT

## PHASE 1 – KEY MANAGERS

January 13<sup>th</sup> –  
Workshops and rehearsal  
Making them Telia Brand  
Ambassadors



## PHASE 2 – BRIEFING ALL STAFF

January 19<sup>th</sup> –  
Briefings in all 55 locations  
Introducing new brand &  
change story

## PHASE 3 – INTERNAL LAUNCH

January 20<sup>th</sup> –  
Celebrating the new brand  
January 30<sup>th</sup>  
New Year Party as one Telia





# KEY MANAGERS MEETING

January 13th





# BRIEFING ALL STAFF – AT 55 LOCATIONS

January 19th





# INTERNAL LAUNCH

January 20th





# PREPARING THE LAUNCH – WITH MAX SOCIAL MEDIA

- Live Day production video teams for live blog, broadcast & archive purposes
- We took the proactive role in a social media:
  - Teaser at start of logo change
  - Photos during the action
- Filmed the overnight change of logos: the video was ready by morning
- Our content was used by TV channels, online portals, and multiple blogs – all using a mix of video and photos



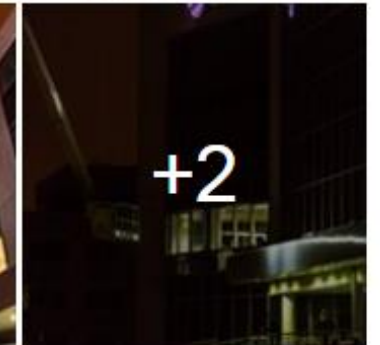
01/03/2017



Telia Eesti added 5 new photos.

Published by Tõnn Kuuli [?] · January 20 at 1:24am · 🌐

Värviderohke muutusteöö. #elusonvärv





# THE BIG DAY – INFORMING AND ENGAGING

- Brand promises and why we're changing campaign
- Contest for customers to take photos all over Estonia in our new photoboos using the hashtag #elusonvärvi – 'Show us your colours'
- Live Press Conference
- New service campaigns



01/03/2017



Telia Eesti

Published by Tõnn Kuuli [?] · January 20 at 12:15pm · 🌐

Tule nädala lõpuni läbi Telia Eesti uue näoga esindustest, tee fotoseina taustal endast pilti ning kasuta Instagramis või Facebookis pildi postitamisel hashtagi #elusonvärvi! Just sinust võib saada iPhone 6S-i, Motorola Moto 360 2 nutikella või kõrvaklappide Urbanears ja KOSS uus omanik! Näita meile oma värvel!

#iphone6s #moto360



62,398 people reached

[View Results](#)



# LIVE PRESS CONFERENCE, BROADCAST ON INTERNET

## 11am January 20th

- 9 different media channels participated in our press conference (30% of local media).
- All bigger channels were represented.
- 28 different media channels (more than 90% of local media) covered the story, including 4 TV and 3 radio stations
- #1 top news item in Estonia on launch day





# PRESS CONFERENCE FEATURED ON 4 TV CHANNELS

Vremja ja Novosti Estonii



Reporter



Play all Stop

Aktuaalne kaamera RUS

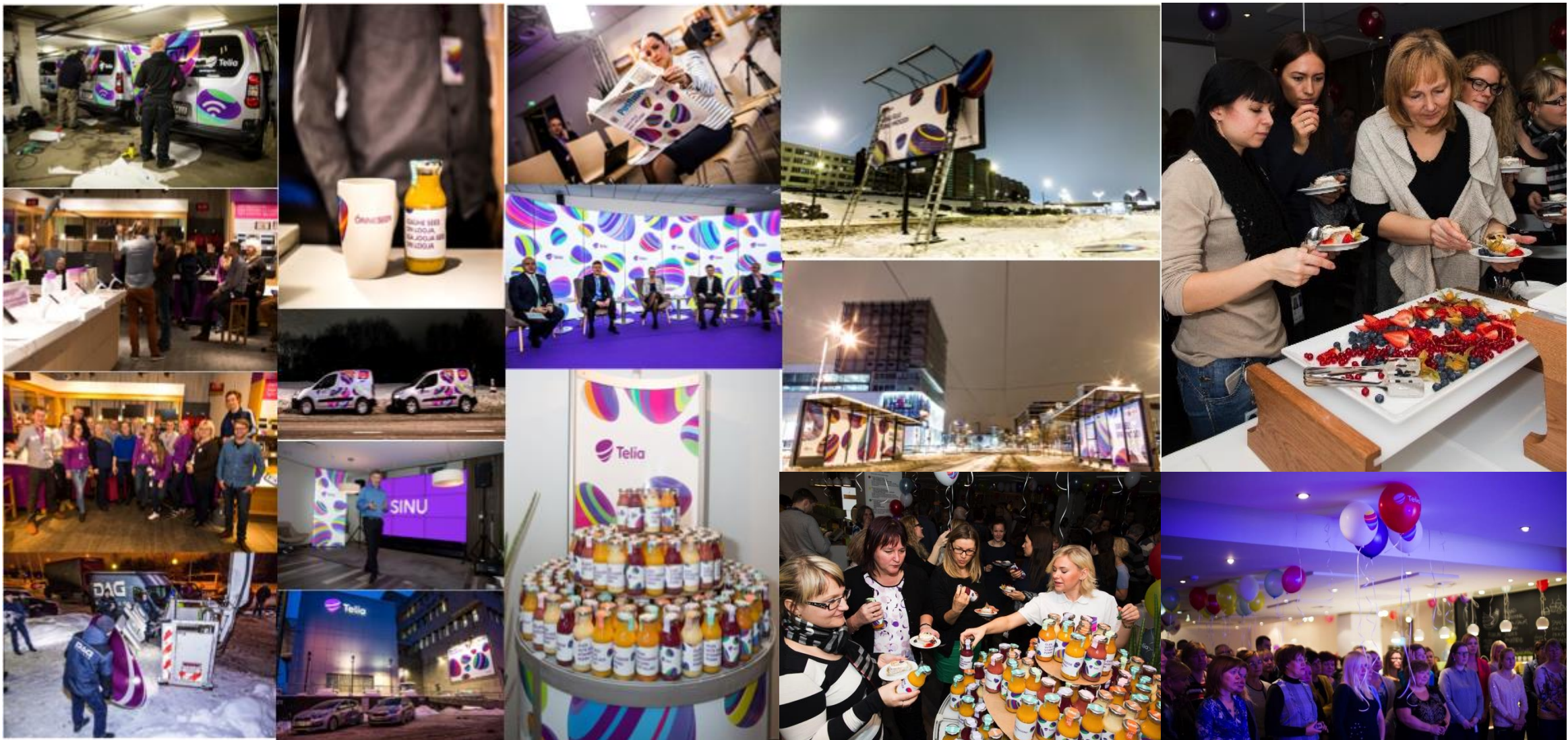


Aktuaalne kaamera





# LOADS OF ENGAGEMENT ACTIVITY



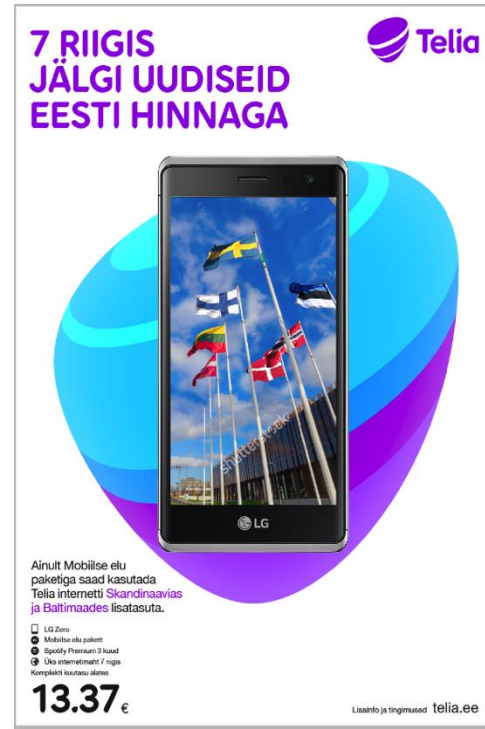


# TWO GREAT LAUNCH OFFERS

## Launch offer #1

### Roam Like Home

Only with Telia's Mobile Life package can you use the same data volume across 7 countries without any additional costs.



7 RIIGIS  
JÄLGI UUDISEID  
EESTI HINNAGA

Telia

Ainult Mobiilise elu paketiiga saad kasutada Telia interneti Skandinaavis ja Baltimaades lisatasuta.

- LG Z9s
- Mobiilse elu pakett
- Spotify Premium 3 kuud
- Uus internetimahi 7 riigis

Komplekti kulu on alates  
**13.37 €**

Lisainfo ja tingimused [telia.ee](http://telia.ee)

## Launch offer #2

### Internet and TV everywhere

We can now provide Telia TV and internet for every home in Estonia regardless of location or technological constraints.



TELEVISIOON JA  
KODUINTERNET  
ASUKOHAST  
OLENEMATA

Telia

Piramatu mahuga koduinternet ja televisioon jõuavad nüüd Sinuni ka sinna, kuhu kaabel ei ulatu.

TV ja koduinternet alates  
**21 €**/kuus

Lisainfo ja tingimused [telia.ee](http://telia.ee)





# NEW YEAR NEW BRAND PARTY FOR EMPLOYEES

January 30th





# NEW YEAR NEW BRAND PARTY FOR EMPLOYEES

January 30th





# VERY POSITIVE MEDIA COVERAGE



42% positive, 55% neutral, 3% negative

Measured by by Baltic Media Monitoring Group

This greatly exceeded our targets, which were:

Meets expectations:

10% positive, 80% neutral, 10% negative

Exceeds expectations:

20% positive, 75% neutral, 5% negative



20 Jan. Exclusive interview in Estonian biggest Daily Newspaper, Postimees – “EMT and Elion are consigned to history”



# GREAT BRAND CAMPAIGN RESULTS ONLINE

- Before January 20<sup>th</sup>, organic search in Estonia for “**Telia**” was non-existent
- After launching the campaign, **it took only a day for “Telia” to surpass all other branded terms** in terms of organic search traffic
- Clearly showing that people took interest in the new brand and used our new name, instead of the old brands, to find us.

The screenshot displays the Telia website interface. At the top left, the Telia logo is visible next to the headline "SINU ELU. SINU MOODI." Below this, there are several colorful, striped spherical graphics. The main content area features a "Postimees" news article snippet with the headline "Kõik kulud ühes kuumaks" and a "HANSARENT" advertisement for a red car. The bottom of the page includes a navigation menu with categories like "ARYAMUS", "MAJANDUS", "MAAILM", "KULTUUR", "SPORT", "TERVIS", "TÄRBJA", "TEHNIKA", "NAINE", "ILM", "ELU24", "SEISE", and "TÄHANE LEHT". A footer banner at the very bottom reads "Metsikult soodsad hinnad! 19.01-01.02" and includes the "rimi!" logo.

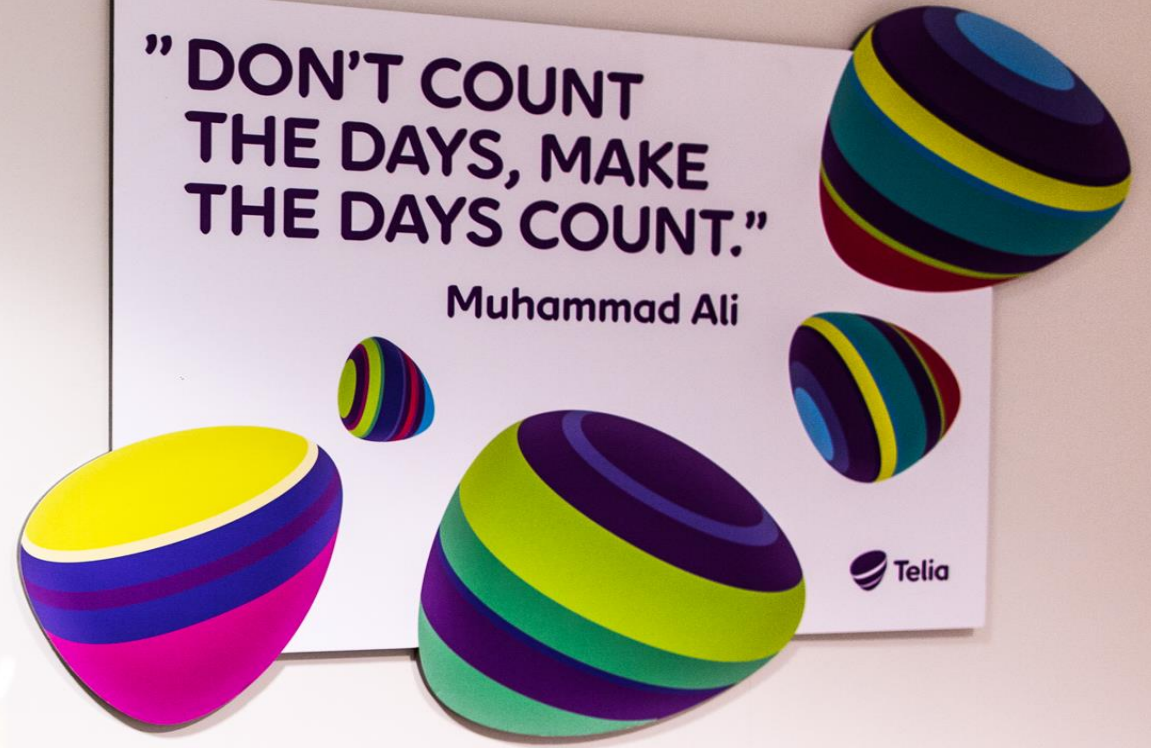






**"DON'T COUNT  
THE DAYS, MAKE  
THE DAYS COUNT."**

Muhammad Ali



**THANK YOU!**