

## **Maailma moodsaima 4G võrgu lansseerimine/Launch of world's most advanced 4G Network**

Anatomy of a mission impossible PR-happening

**Executor:** KPMS, consultant Hans Saarvelt

**Client:** Tele2 Estonia

**Cost of PR-event:** 5000€

**Advertising value:** 47700€

### **Task**

In June 2015, KPMS received an assignment from CTIO of Tele2: *"I got a call from Nokia and they asked whether we want to do any PR activities around our LTE2100 where we are actually first in the world of employing RF-sharing configuration to deliver 3G alongside with LTE at the full extent. And we are the first in EU successfully re-farming UMTS radio spectrum for LTE. IMHO, the news are quite technical and interesting only for our industry... still, Nokia is interested to make a public statement etc together with us. Let's discuss."*

### **Goal**

To improve the image of Tele2 in Estonia as an innovator of the telecom sector and a high-quality mobile operator through wide and positive media coverage.

### **Strategy**

Competition for innovation is very high in telecom sector, every opportunity to be first in something needs to be used at maximum. We proposed a media event – best way to catch TV and photo media. As content is intangible, technical and irrelevant to media and wider public, we narrowed it down to very simple messages:

- Nokia Networks is developing and testing new technology in Estonia
- World's fastest 4G network at 2100 Mhz frequency

### **The happening**

#### **Unique location:**

- A venue was built "inside" Tele2 main base station in city center of Tallinn
- Shares courtyard with many major media channels
- Good symbolic visuals with base station and Tele2 headquarters on the background

#### **Imported spokesperson**

- Vice president of Nokia Networks arrived to Tallinn (star for IT media)
- To evaluate the results of mutual highly important R&D
- To "reconfigure" Tele2 main base station – good action visual for media

#### **Innovative visuals**

- Mobile internet is not physically tangible, so symbolic visuals were created

- Professional animation for video media
- Tele2 CEO inspected the station at the top and was lowered down *Richard Branson style* with a cable, during the event

## Results

The campaign reached up to 1,2 million contacts. According to media monitoring statistics, Tele2 had by far the highest media reach and spokesperson visibility during the month.

## Headlines

- "Tele2 is one of most modern 4G providers in the world" Delfi (largest news portal)
- "Nokia created world's most advanced mobile technology in Estonia" Postimees (largest daily newspaper)
- "Tele2 and Nokia Networks are conquering software world" Äripäev (largest business daily)
- "Tele2 mobile network is cutting-edge" Eesti Päevaleht (daily newspaper)
- Coverage in 3 out of 4 main TV channels

## 2-minute video overview of the event:

[https://www.dropbox.com/s/y65liy729e0mlby/Tele2\\_4g\\_vork\\_1promo.mp4?dl=0](https://www.dropbox.com/s/y65liy729e0mlby/Tele2_4g_vork_1promo.mp4?dl=0)

## Cost effectiveness and originality of the event

Advertising value of the event was nearly 10 times the cost.

A very dry and technical content was simplified and visualized to maximum. Besides unique venue, professional animation is rarely used in Estonian PR. Action visual as CEO lowered down to the event venue on a cable, is an irresistible cherry to media and employees and also supports cool personal image.