

1. Telia brand launch – internal and external communication

2. Category

PR

3. Submitted and executed by

Telia Estonia communication unit together with social media, content marketing, and marketing communication units. Kaja Sepp, Kristina Samra, Irina Kuzina, Ingrid Piirsalu, Raigo Neudorf, Rain Uusen, Tõnn Kuuli

4. Project goal

Telia brand was born when two telecommunication brands, EMT and Elion, were merged on January 20, 2016. The company rolled out a new international brand, which was to include the strength and traditions of old brands, and at the same time take advantage of new opportunities. Internal and external communication played an important role in the launch of the Telia brand, as employees needed to be prepared for the arrival of the new brand, and at the same time, public communication was to make sure that Telia name and offers would reach as many people in Estonia as possible.

5. Budget

Ca 25 000€

6. Strategy

Different communication activities were created in cooperation between different teams – communication, social media, content marketing, and marketing communication units. This enabled to create a detailed and well planned strategy. The brand change news was published via different channels – mainstream media (TV, online, print), social media (Facebook, Instagram, Youtube), and company's internal portal.

7. Execution summary

Internal communication and preparations

- The team coordinating the brand launch prepared all in-house activities and made sure that the information flow, as well as other business-related, technical, and marketing activities would run smoothly.
- On January 13, key managers took part in workshops and training sessions, which were aimed at making managers brand ambassadors.
- On January 19, all employees in 55 locations were simultaneously informed about the rebranding. This was supported by information about the brand change and related changes published in the company's internal portal.
- On January 20, cheerful events celebrating the new brand took place in different Telia buildings.

External communication

- On the evening and night of January 19/20, video teams began working on videos about the process of the arrival and launch of the new brand.

- Proactive activities on social media were prepared – e.g. teaser videos about the process of logo change and photos about logo change.
- On January 20, the new Telia brand and related offers were launched at the media event, which was broadcasted both inside the company and publicly via Telia's tech blog at www.digitark.ee. Interviews with members of Telia's board were prepared.

8. Results:

- We were able to surprise our employees, partners, and the general public with the new brand.
- All technical changes took place without problems
- Good cooperation with more than 130 partners – the information was not leaked before the event!
- We were proactive in mainstream media and social media. Customers and media showed great interest towards the event, and the reactions and attention were more positive than we anticipated.
- 2 new service/offers increased subscriptions by more than twofold
- According to Google Trends, online search related to „Telia“ spiked in Estonia.
- 9 media outlets participated in the media event, including large TV channels. All large media channels were present, 28 different media channels published the news, including 4 TV channels and 3 radio channels. It was the top local news on January 20, 2016. TV channels, online and print media used all images and videos prepared by Telia.

9. Evaluating cost effectiveness of the project

Preparation and administration of all internal and external communication was mostly done by Telia's employees. The largest cost items were related to the public media event and professional video team. Considering the result, visibility, and media attention, this was a very cost effective project.

10. Evaluating results

Cooperation between different units resulted in a number of unique internal and external communication actions, which supported the launch and introduction of the new brand. The material was widely visible both in media channels and people's social media accounts, which shows that people were interested in the news and activities related to the launch of the new brand.