

WHY AM I  
HERE?

I WILL  
MAKE PEOPLE  
LOVE TELIA



network  
norway



LEBARA



UPC Get



TELE2.

Telebutikken

KLART SVAR



phoner



ComHouse

Get

phoner



neCall



futurehome





# VÅR HJEMMEBANE

VI ER PÅ EN REISE FOR Å  
DIGITALISERE NORDEN OG  
BALTIKUM

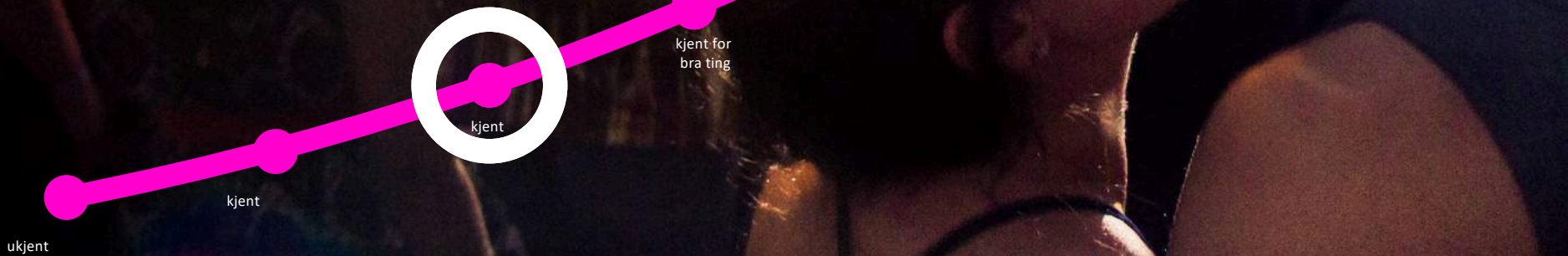


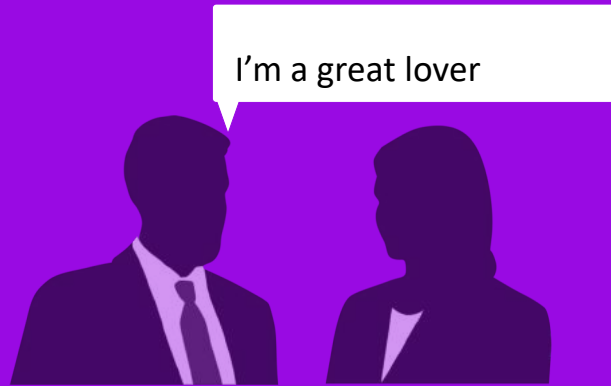




# FROM KNOWN TO BE LOVED

LOVE





PERSONAL SELLING



Advertising



public relations



branding

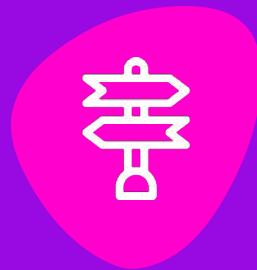
## SEKS SUKSESSKRITERIER FOR Å BLI EN ELSKET MERKEVARE



personlig



tillit



forventinger



løser problemer



tid



empati





**NORGES MEST  
PERSONLIGE OG  
ELSKEDE MERKEVARE**







1

2300 Brand  
Ambassadors



2300  
BRAND AMBASSADORS





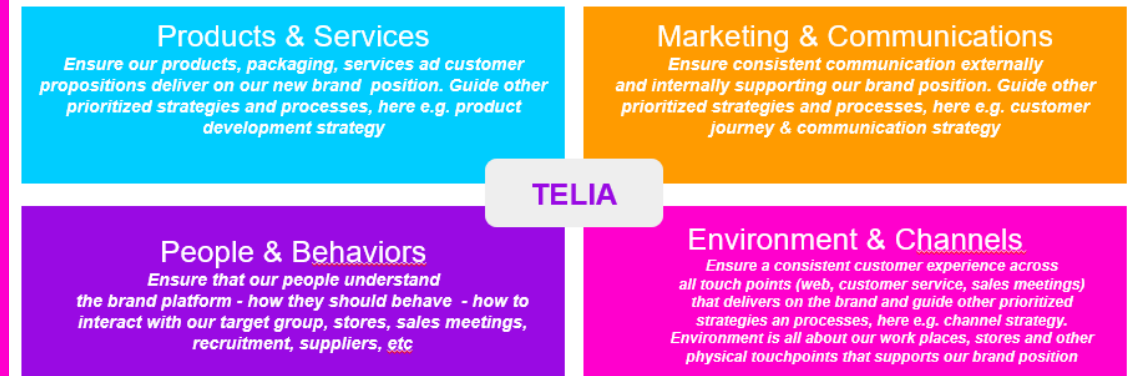
## BRAND PLATFORM GIVES US DIRECTION

We exist to be...		BRINGING THE WORLD CLOSER	
Our Target Group wants...	B2C: "I'm a curious person who constantly want to develop myself and the world around me. Digital services should enable me to do more, explore more, and simplify my life. Earn my trust by showing that you truly understand me, and by leading the way with great solutions that fit my life."	B2B: "We always want to develop our business and are curious about new possibilities. Digital services should empower us to become more efficient and future proof. Earn our trust by showing that you truly understand us and by proactively guiding us to the best solutions for our business."	
	Therefore, we promise to give you...		
YOUR NEW WORLD OF DIGITAL EXPERIENCES			
For you to feel...		TRUST, ANTICIPATION, ENJOYMENT	
By always...			
GIVING YOU THE BEST NETWORK EXPERIENCES		PUTTING YOUR INTERESTS FIRST	
		BEING YOUR HUB TO DIGITAL SERVICES	
While...			
HAVING A POSITIVE IMPACT ON SOCIETY			
... and acting in a way where we are perceived as		A DARING, YET CARING FRIEND WHO SIMPLIFIES YOUR LIFE	

Fra strategi til implementering

I alle deler av organisasjonen

## FROM STRATEGY TO IMPLEMENTATION EVERYONE NEED TO UNDERSTAND HOW TO CONTRIBUTE TO MOVE THE NEEDLE...



**«A DARING, YET CARING  
FRIEND  
WHO SIMPLIFIES YOUR  
LIFE"»**









# Lillestrøm Næringskonferanse 2020

















## TIPS FOR YOUR TV SERVICE

Congratulations to a great choice of tv service!  
Get the most joy out of your new service by taking a look at our top list with clever tips. See how you can control your tv from your cellphone, how to rent a movie or how to watch tv on your tablet or cellphone thanks to the streaming service Play+.

Welcome to Telias tv world – a flexible way to watch tv when and where you want to. Click your way onwards here, or through the tips button below.

ENJOY!

Best wishes,  
Telia

## LET'S WATCH SOME TV!

We are so happy that you have chosen Play+

You can now access world class streaming wherever you are and control your new world with your phone.

Click below to learn more about the latest tricks that will make your TV-experience better than ever.

HAVE FUN!

With love  
Telia









# HVA SIER KUNDENE?

## TELIA X

MND. PRIS 579,-

- Særdeles bra tilbakemeldinger
- Stor andel bruker opp 40 GB
- Mange kjøper DataBoost
- Av de som har brukt 40 GB sier 85% at opplevelsen med streaming fortsatt er bra eller svært bra
- De første Telia X kundene har økt dataforbruk med 85% !



Telia



# SHOW EMOTIONS

they are the human factor

Internal





2

Telia ♥ Get





TELIA ♥ GET = SANT





3

Å bli elsket av norske  
bedrifter og deres ansatte



A person is seen from behind, wearing a headset and working at a computer. The scene is dimly lit, with a large window in the background showing a sunset or sunrise. The text "PÅ JOBB FOR Å GJØRE DEG GOD" is overlaid in white capital letters. The person's silhouette is dark against the bright light from the window. The computer screen shows some data or a list. In the foreground, there are some blurred objects on the desk, including what looks like a cup and some papers.

PÅ JOBB FOR Å GJØRE DEG GOD





4

BÆREKRAFT



BY WORKING WITH



WE CONTRIBUTE TO





# DARING GOALS FOR EN MER BÆREKRAFTIG PLANET FREM MOT 2030



Gjennom verdikjeden



Sirkulær økonomi og  
forretningsmodell



Engasjement fra alle Telia  
ansatte



The image features a dark blue background with a dense field of white stars. A thick, white, wavy line curves across the middle of the frame. In the center of this line is a white circle containing the text "5G" in a bold, purple, sans-serif font. To the right of the circle, on the white line, is a small, simple line-art icon of a rocket ship.

5G









