



Telia | Influencer Marketing Campaign

HOW GROUP RFZ HELPED INZPIRE.ME PROVE
THAT THEIR AMBASSADORSHIP RAISED TELIA'S
BRAND AWARENESS BY 50%



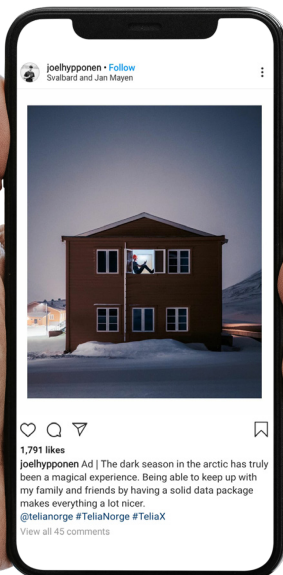


About Telia

Founded in 1853, Telia is on a mission to bring people around the world closer together. As one of Europe's leading telecommunications companies, they employ over 20,000 people to deliver reliable network coverage to their customers in the Nordics and Baltics.

The Challenge

With more people using their mobile phones than ever before, Telia wanted to position itself as a company consumers can depend on to connect with their loved ones or discover new experiences. Inzpire.me and Carat launched an ambassadorship program to show that 2 core offerings, Telia X and Telia Ung, were the perfect data package to do so. The question then became, how effective was the campaign and how could Inzpire.me and Telia quantify its impact?



Specifically, the goals of the program were to:

- 1 Increase awareness** about Telia's mobile subscriptions and data plans
- 2 Educate followers** about the benefits of Telia's subscriptions
- 3 Create high-quality content** to be shared across Telia's social media profiles

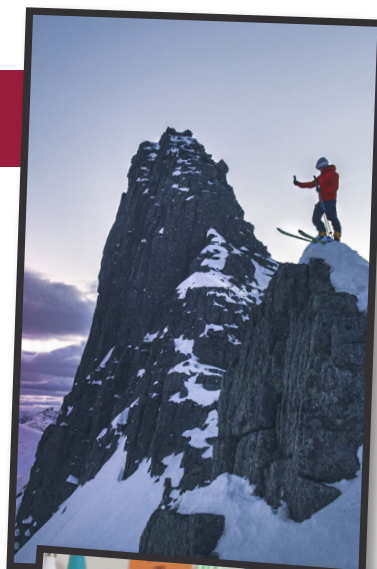
Program Overview

inzipire.me wanted creators to inspire their audience by getting out there and showing them how Telia made their lives easier. The ambassadors created 126 high-quality posts and videos that showed Telia's value and presented their packages in a way that got them noticed by their audience. From googling how to make the perfect s'mores, to capturing dreamy sites in the Arctic, the creators shared posts and videos on Instagram and YouTube that were eagerly consumed by their followers.



CARAT

inzipire.me



Research Approach

To measure how the program increased awareness of Telia's plans, educated consumers, and impacted brand favorability, inzipire.me chose to partner with Group RFZ, a global industry leader in influencer and digital program measurement.

Group RFZ's unique brand lift methodology follows best practices which consists of interviewing two group - those exposed to the content and those from a control or look-a-like audience. However, unlike other measurement solutions Group RFZ ensures that the exposed audience is comprised of people that are aware of the influencers.

A sample of macro-profiles from the ambassadorship were utilized, and Group RFZ gathered insights from individuals who were connected to those profiles and viewed their sponsored content. A control group consisting of individuals who were not exposed to the creators' sponsored posts also participated. In all, 300 online interviews were conducted.

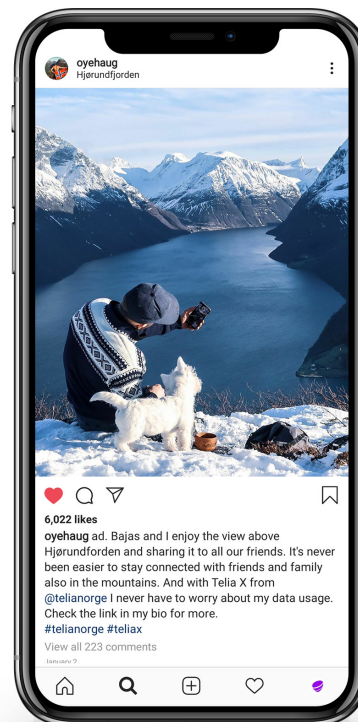




126
original,
high-quality posts



152,160
engagements
generated



504,000
people
reached



1,511,000
impressions
attracted

KEY FINDINGS



+50%

Brand Awareness

Unaided brand awareness of Telia was 50% higher when exposed to creators' content



+24%

Awareness of Telia's Data Packages

Awareness of Telia's unlimited data packages experienced a 24% lift



+20%

Brand Favorability

Brand favorability increased by 20% among those likely to give tech recommendations



RESEARCH RESULTS

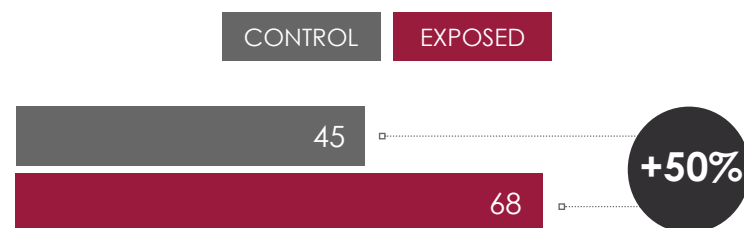
The research showed that one of the main goals of the campaign, raising awareness, was achieved. **Unaided awareness of Telia was 23 points higher among those in the exposed group compared to the control group – a 50% lift.** This proved the ambassadorship was successful in improving brand recall. Furthermore, the fact that members of the exposed were able to automatically associate Telia with the telecom industry without any prompting, is a testament to the stickiness of the campaign.

Awareness of Telia's data plans was also a crucial objective. **Among those tested, the attribute “Telia offers unlimited data,” corresponding to the Telia X plan, experienced the largest increase, with a statistically significant 24% lift.** This result shows that the core message of the ambassadorship resonated well with consumers. The creators' followers read, understood, and retained the information that was published on Instagram.

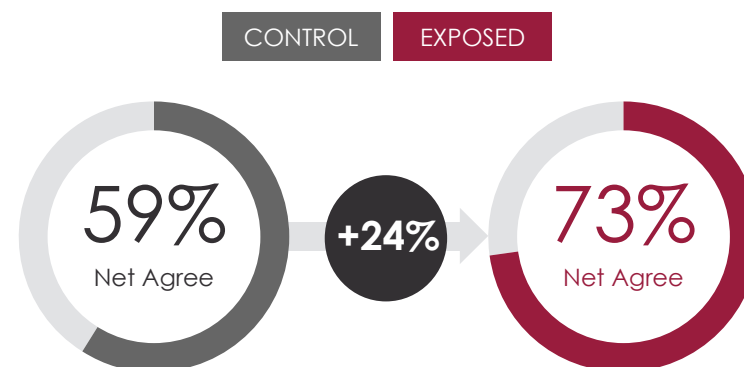
The final piece was to understand the perceptions of a highly-coveted audience – those considered “recommenders” by the brand. The research showed that the creators were successful in sharing content and stories that connected with this group. To that end, **there was a 20% lift in brand favorability among recommenders who were exposed to the campaign.**

The brand lift study proved that inzpire.me's influencer programs succeeded in getting Telia and their offerings in front of relevant consumers, so they could be considered the perfect solution for connecting with their loved ones!

Unaided Awareness of Telia



Telia Offers Unlimited Data



Brand Favorability among Recommenders





Group RFZ helps leading brands and agencies measure the impact of their influencer marketing campaigns against their specific goals. Utilizing brand lift studies custom-built for the world of influencer marketing, Group RFZ fills the measurement gap for clients so they can demonstrate success in a clear, relevant way, and optimize campaigns going forward.



ACHIEVE & DEMONSTRATE ROI

with custom metrics that
align with your goals



UNDERSTAND YOUR AUDIENCE

and what they think of
your content and brand



OPTIMIZE YOUR EFFORTS

and long-term strategy
by knowing exactly what
works and why



MAKE SMARTER DECISIONS

with comprehensive
insights that don't leave
you guessing



- ☑ **Compare and contrast audiences** based on behavior and demographics
- ☑ Get feedback from **niche or smaller audiences**
- ☑ Obtain **custom insight** based on your specific objectives
- ☑ Unearth more **candid, unbiased insights**

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