



TELENOR: GLOBAL PERFORMANCE

Agenda setter

Telenor is the largest provider of telecommunications services in Norway, and has ownership interests in 12 mobile operations in Europe and Asia. In the Nordic region Telenor is also the largest provider of TV services. It is one of Europe's fastest growing telecommunications groups and is rapidly establishing itself as one of the definitive international leaders in mobile communications services. Traditionally, Telenor operated with local brands across markets, particularly in the mobile network areas. In many ways the group punched below its weight. Its ambition was to reverse this, and become an agenda setter.

Platform for growth

Wolff Olins developed an international brand platform for Telenor that could work in very diverse markets. Our work included brand strategy, positioning, identity, look and feel, culture and retail. Crucially, we ensured consistency of brand delivery across both offer and communications. We helped launch and integrate the brand into a number of Telenor's local operations, embracing many cultures while building a powerful core idea that could stand out in the highly competitive world of mobile communications.

Recognition and scale

The brand is fresh, energetic and inspiring. Telenor has continued to grow its impact and was ranked as the fifth best performing technology firm in the Business Week 2007 annual study. Its shared brand platform allows for powerful local delivery. The new platform can be experienced in mature markets such as Denmark, Sweden, Norway and Hungary, and in fast developing markets such as Pakistan and Bangladesh. With 30 million new subscriptions in 2007, Telenor is now ranked as the world's seventh largest mobile operator, with a total of 143 million subscriptions in its mobile operations.

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