inzpire.me

How Telia & Carat Raised Brand Awareness by 50%

A Case Study

Telia

CARAT

GROUPRFZ

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We’ve worked with inzpire.me for a few years now. We’ve always gotten relevant, quality content from their creators, which we could never have produced ourselves!

We’re not surprised that the brand lift study proved that we received great results in our target group, specifically in brand favorability and awareness of our leading unlimited data offer, Telia X.

Morten Skjelbred

Event, Engagement,
& Content Manager

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

More people are using their mobile phones than ever before, and Telia, with help from their media agency Carat, wanted to position themselves as the company they could depend on to connect with their loved ones or discover new experiences. They aimed to show that 2 core offerings - Telia X and Telia Ung - were the perfect data packages to help with that.

The goals:

- Increase awareness about Telia's mobile subscriptions and data plan,
- Educate followers about the benefits of Telia's subscription, and
- Create high-quality content to be shared across Telia's social media profiles.

So, how could we deliver this message to potential customers?

The approach

Creating a team of ambassadors

To ensure Telia's vision resonated with their audience, the inzpire.me team focused on finding 25 ambassadors capable of not only generating great results. They needed to have the ability to create high-quality content and compelling stories too.

We identified several high-performing creators Telia worked with previously, in addition to a set of new creators, of all sizes (micro- and macro-) for their ambassadorship. All profiles were vetted and evaluated for performance, reliability, content quality, relevant demographics, and potential in order to deliver a successful ambassadorship.

gossegoss x Telia

gossegoss x Telia

Sharing engaging stories

We wanted our creators to inspire their audience by getting out there and showing their audience how Telia made their lives easier. We drafted a brief that encouraged the creators to showcase the many ways they used their data packages - and they delivered!

They all created high-quality content 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 stunning posts and videos on Instagram and YouTube that were eagerly consumed by their followers.

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The results

To measure the impact of the ambassadorship, we partnered with an independent measurement company, Group RFZ, to conduct a custom brand lift study. Their approach was tailored to specifically measure the results of influencer marketing. The study used a sample of macro-profiles from the ambassadorship, which enabled them to gather insights from individuals who were connected to the macro-profiles and viewed their sponsored content.*

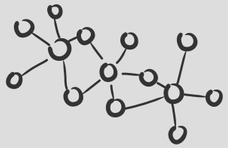
For this ambassadorship, Group RFZ conducted 300 online interviews with two groups:

- An exposed group: Those who were exposed to the creators' sponsored posts, and
- A control group: Those who weren't exposed to the creators' sponsored posts.

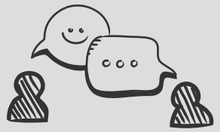
The study helped us determine whether Telia was successful in raising brand awareness. You can find the results below:

*Group RFZ used a sample of 5 macro-profiles from the ambassadorship.

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



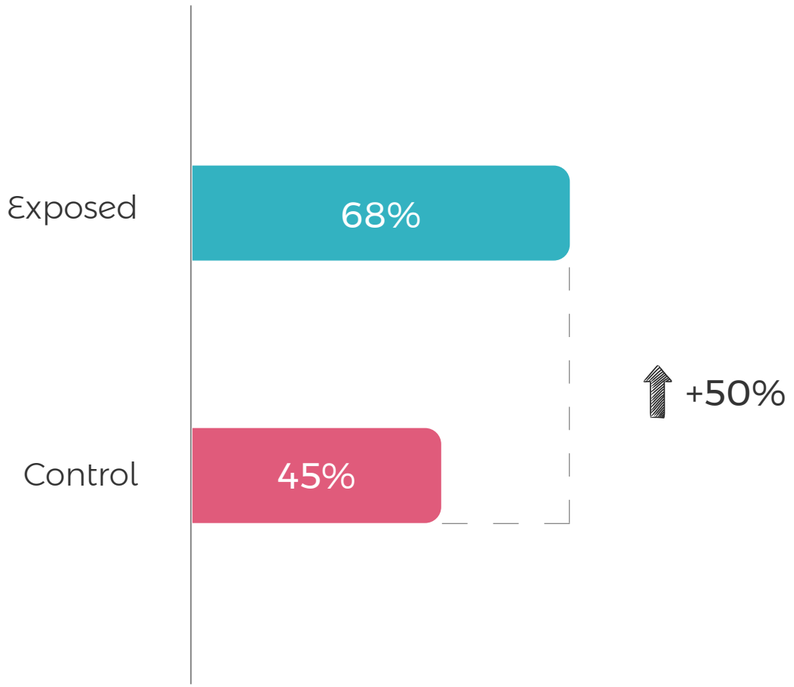
Awareness of Telia's unlimited data packages experienced a **24% lift**.



Brand favorability raised by **20%** among those likely to give tech recommendations.

Unaided Awareness of Telia

Control N = 151 - Exposed N = 151



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

In the brand lift study, participants in the exposed and control groups were asked the following question:

Thinking about telecom companies, which come to mind? Please type all the brands you can think of, one name in each box.

Unaided awareness of Telia was **23 points higher** among those in the exposed group, which was significantly higher than those in the control group. This indicates that the ambassadorship was successful in improving brand recall. It made a strong, lasting impression on those in the exposed group. They were able to automatically associate Telia with the telecom industry without any prompting.

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

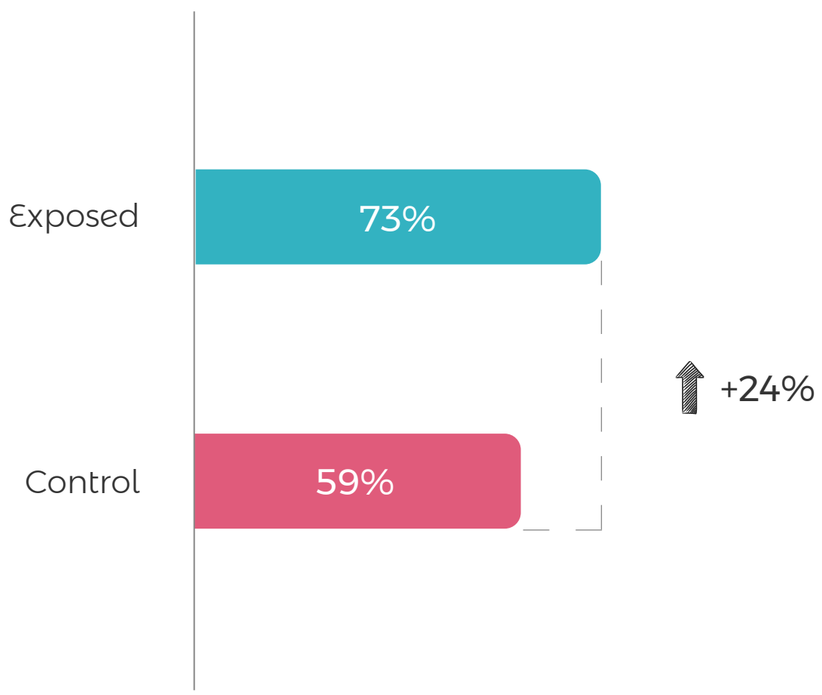
We wanted to determine how familiar participants in the exposed and control groups were to Telia's brand attributes. To do this, they were asked:

To what extent do you agree or disagree with the following statements about Telia? Possible answer choices included: *strongly disagree, somewhat disagree, neutral, somewhat agree, and strongly agree.*

The best performing attribute was "Telia offers unlimited data," which experienced a statistically significant **14-point 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 and Youtube.

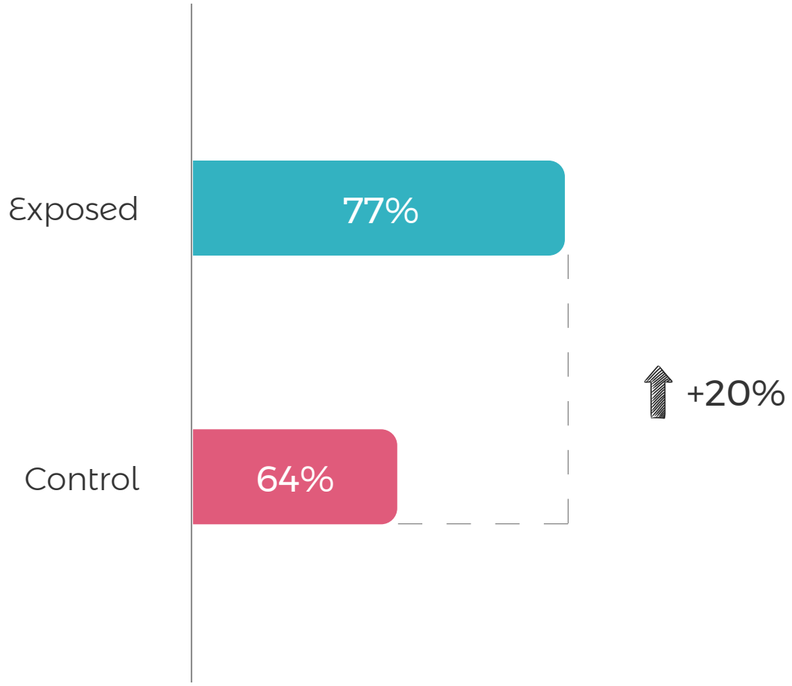
Brand Attributes: % Net Agree

Control N = 106 - Exposed N = 145



Brand Favorability Recommenders

Recommenders: Control N = 64 - Exposed N = 96



Brand favorability raised by **20%** among those likely to give tech recommendations.

We measured brand favorability among recommenders, who are those most likely to recommend technology to their friends and family. The exposed and control groups were asked:

How favorable are you to the following telecom companies? Possible answer choices included: *very unfavorable, somewhat unfavorable, neutral, somewhat favorable, and very favorable.*

Brand favorability among recommenders in the exposed group saw a **13-point lift**. This means that the creators were successful in sharing content and stories that connected with those who are likely to give their networks recommendations on technology and drove favorability towards Telia.

inzpire.me had been a great partner for us over time. They've given us the opportunity to reach an important target group - the youth - in a way we couldn't have without their help.

The team is professional and experienced, and has given us any insights we needed along the way!

Charlotte Arnesen
Media Advisor

CARAT

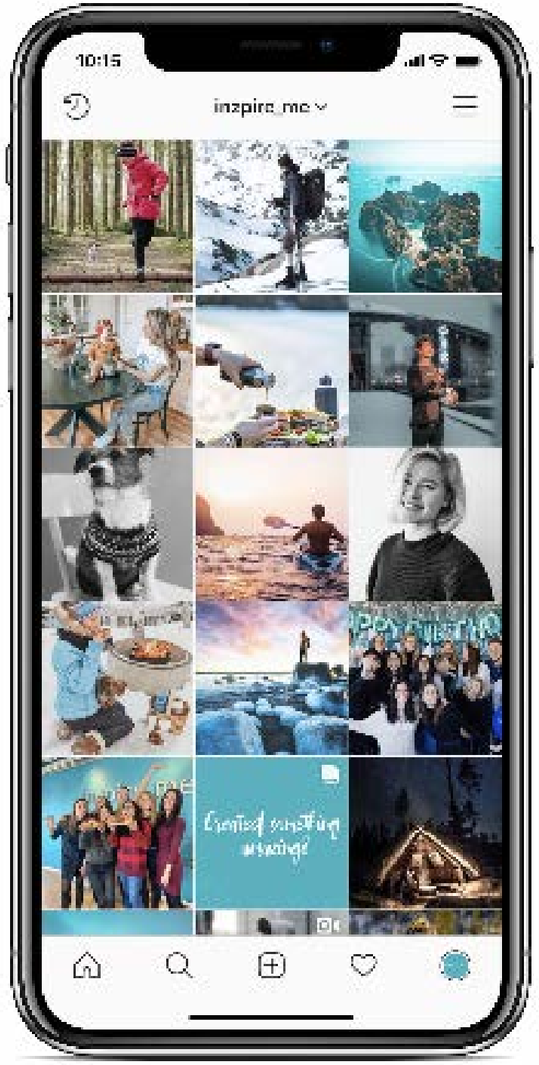
Overall, the brand lift study proved that we were able to successfully get Telia and their offerings in front of relevant consumers, so they could be considered the perfect solution for connecting with their loved ones!

In addition to the study, the ambassadorship had great results and delivered:

126 pieces of original, high-quality posts and videos on Instagram and YouTube.

Generated **152,160 engagements** and an average engagement rate of **4.8%**.

Reached 504,000 people and attracted over **1,511,000 impressions**.



About inzpire.me

inzpire.me is a global influencer marketing company that connects content creators with the world's leading brands and agencies.

We provide data-driven services and proprietary technology to brands who are looking to drive engagement and reach a relevant audience. Our platform and team of experts can scale influencer marketing strategies and deliver a greater ROI for marketers.

Ready to get started?

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