

Case: Bring

How smart digital solutions can capture the hard-to-catch

“We want to break into a completely new market. How do we achieve that?”

How smart digital solutions can capture the hard-to-catch

Bring is one of the leading Nordic logistics suppliers. Bring Mail provides smart postal solutions in and outside Sweden. E-commerce companies (e-tailers) are an attractive target group.

The challenge

E-commerce is an interesting and expanding segment for many of Bring's services. In order to become the e-tailers' best friend in Sweden, Bring needs to offer smarter and better services than its large state-owned competitor.

Many successful e-tailers are looking to expand their operations geographically. Norway is a logical choice, but its complicated rules for establishing a company, customs, VAT, etc. frequently scare away small and medium-sized e-tailers.

As part of Norway Post, Bring can offer the best distribution solutions in Norway. Now Bring could also offer a complete service to manage the process of setting up operations in Norway and all the administration involved. In principle, the only thing the e-tailer needs to do to get started and sell in Norway is to translate their website into Norwegian.

The analysis

In terms of communication, the solution is based on enhancing the impression of Norway as a fantastically interesting market with great spending power, but pointing out the difficulties of getting established there under your own steam.

The principle

The right communications solution and channel selection must be determined by the target group and its habits. The lives of e-tailers revolve around digital communication and they demand a high level of functionality. To break through, we utilised physical DM as an introduction and then presented the way we could help them via a smart campaign website.

The solution

E-tailers are experienced internet users and comfortable with the often humorous online culture. Sweden has close historical ties to Norway. Swedes are even slightly envious of their wealthy western neighbours. So in the communications solution we decided to playfully mock this envy of Norway's oil wealth, while underlining our close cultural and linguistic ties.

On the campaign website, we demonstrate how easy it is to get established in Norway: entering the address of your existing e-commerce website generates a Norwegian version of the website automatically.

The result

“We've been running the campaign for more than a year in Sweden and Denmark, and it's very successful. We've booked sales meetings and got new customers who would have been much harder to reach without the campaign.”

Ola Ekdahl

Sales Director, Bring Mail

You can't drill for oil in Norway, but you can dig for gold



Teaser phase

Two postcards, sent from Norway with a personal greeting and a humorous course in "business Norwegian".

DM

Presentation of the solution. Invitation to the campaign website.

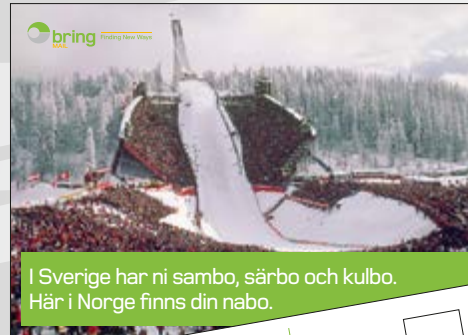
Banners and PR

The solution is presented via trade media.

Campaign website

The campaign website consists of an introduction section, where we demonstrate the simplicity of Bring's solution by automatically translating the visitor's website to Norwegian, and a fact section that presents the solution. The complete "business Norwegian" course can be found here too.

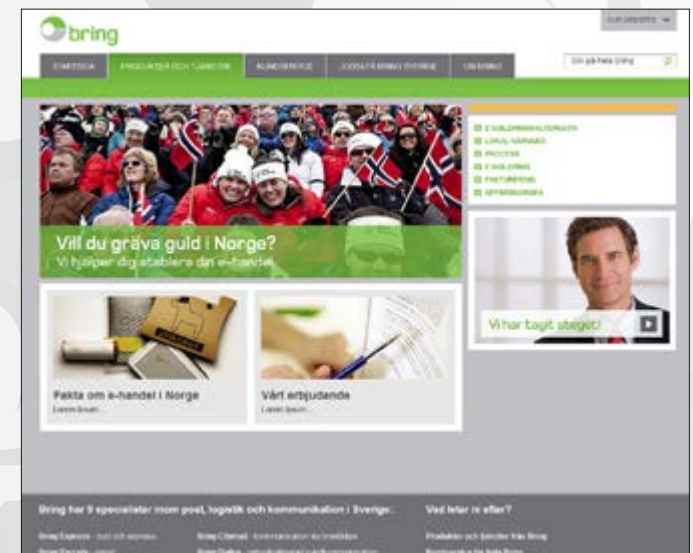
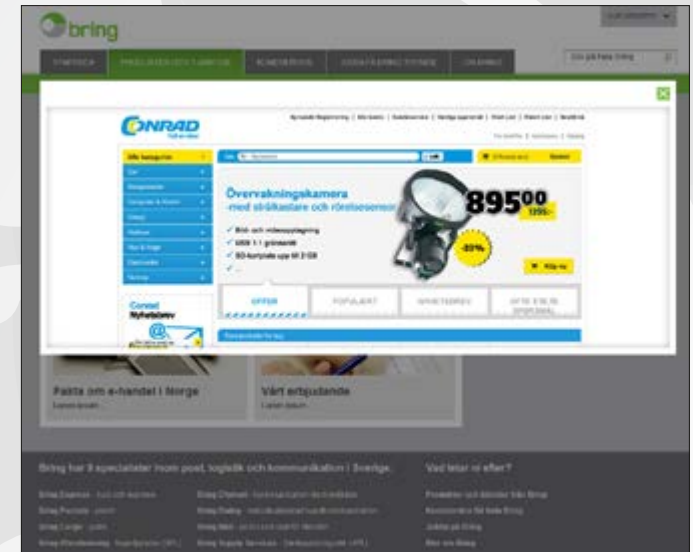
Teaser phase



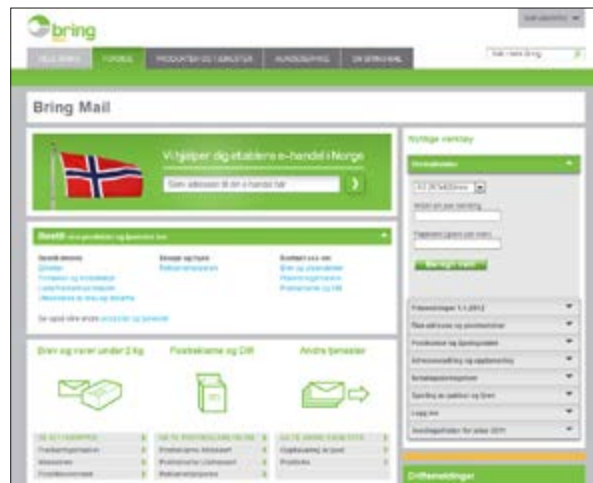
I Sverige har ni sambo, särbo och kulbo. Här i Norge finns din nabo.



Ja, vi elsker dette landet. Och snart kan du bli en av oss.



Campaign website



Banner



Sweden's most international B2B agency

We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

Alfa Laval	Helsingborgs Hamn	Norden
Assa Abloy	Helsingborg	Perstorp AB
Awapatent	HemoCue	Posten Norge
Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
Gyproc	Navetti	Valmet
Haldex	Nederman	Yara



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