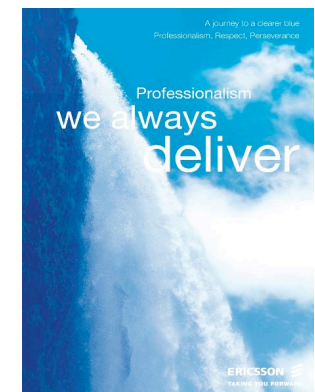


USING THE BRAND AS A BUSINESS DRIVER IN B2B



Ericsson is a world-leading provider of telecoms equipment and related services. Over 1,000 networks in more than 175 countries use their equipment and 40% of all mobile calls are made through their systems.

www.ericsson.com



THE CHALLENGE

Following the merger of Ericsson's mobile division with Sony (becoming Sony Ericsson) the remainder of Ericsson (95% of the company) lost its sense of identity, having been historically defined by 'mobile'. Ericsson people and customers were confused about the new organisation.

OUR RESPONSE

We have set up and facilitated an 'Ericsson & Me' **'Brand Champions Programme'** across Northern, Central Europe and USA market units. This covers all functions so nothing is neutral to the brand. 'Brand-chise' kits have been developed for each ambassador so they can help their colleagues to integrate the brand values into everyday behaviour.

RESULTS

Over 100 brand ambassadors are now operating across all countries. Current measures show:

- Brand understanding amongst employees is 94%
- People feeling engaged is 87%
- Customer orientation is 85%