

// Translation //

KLART SVAR

«Free-Range Employees»



Klart Svar is a nationwide multiple telecom store, known as a supplier of mobile phones and wireless office solutions.

The challenge was to make use of the generic “wireless office solutions” and charm our way into a meeting with new prospective business clients.

By sending a relevant mailing piece with a humoristic twist, we wanted to create a good starting point for the phone communication that followed. We know that free roaming employees work more and are more efficient than others.

Therefore, our creative solution became a carton of free-range eggs whereby every egg highlights one of the advantages that the company may achieve by changing to our Wireless Solution.

The sales force had been selling this product for a couple of years already, and we needed to create a campaign that would put the smile back on their faces. It all worked exactly as planned:

Smiles and laughter helped the sales force walk that extra mile!

«Free-Range Employees»



Egg carton with a wrapping and address label



“The information office for intelligent and profitable communication”

Inside egg carton:

One chocolate egg for every service offered by Trådløs Bedrift (Wireless Solution for Business), a letter and a brochure.



Inside lid:

Presentation of the services offered by
Trådløs Bedrift (Wireless Solution for Businesses)



Letter:

KLART SVAR

www.klart svar.no

Oslo, september 2009

Frittgående ansatte er mest effektive

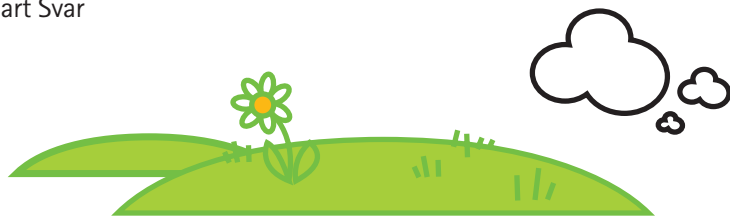
Til deg som blir blek om nebbet av tanken på en bedrift helt uten sentralborddame og telefon på pulten:

Ved å skifte til NetCom Trådløs Bedrift, og dermed øke tilgjengeligheten til dine ansatte, vil du oppleve at bedriften din blir mer effektiv og at kostnadene går ned. I tillegg vil den økte mobiliteten sørge for større trivsel og enda bedre kvalitet på arbeidet som utføres.

Klart Svar hjelper deg på veien til å bli Helt Mobil. Vi tar kontakt i løpet av oktober og forteller deg mer om NetCom Trådløs Bedrift.

I mellomtiden kan du jo spise sjokolade og fundere på om ikke løsningen i grunnen høres ganske eggende ut.

Med vennlig hilsen
Klart Svar



KLART SVAR

 NetCom

Melkesjokolade. Ingredienser:
Sukker, kakaosmør, melkepulver, kakaomasse, melkeprotein, laktose emulgator,
soyalektin (E322), smakstilsetning: naturlig vanilje.



// Letter translation //

Oslo, September 2009

Free-range employees are the most efficient ones

To you who gets pale just by the thought of a business without a receptionist and a desk phone:

By switching to Wireless Business Solutions from NetCom, and so increasing the availability of your employees, you will notice your business will become more efficient and the costs lower. What's more, the increased mobility will ensure greater satisfaction and even better quality of the work done.

Klart Svar will help you on the way to becoming Completely Mobile. We will be in touch during October and tell you more about NetCom Wireless Business Solutions.

In the meantime, you can just eat your chocolate and ponder on whether or not this solution actually sounds pretty eggciting.

Sincerely yours,
Klart Svar