


2017 Wood Pencil Winner | Digital Marketing | Tactical Digital Marketing | **INNO Stockholm**

## THE SWEDISH NUMBER

# +46 771 793 336

The first country in the world with its own phone number.  
Get connected to a random Swede and talk about anything.

### BACKGROUND

Sweden is known for being an open country where people can speak their mind. In the year 1766 Sweden was the first country in the world to abolish censorship. For the anniversary 250 years later, the Swedish Tourist Association wanted to make more people curious about Sweden. They decided to hand over the control of the country's image to the Swedes themselves.

### IDEA

As the first country in the world, Sweden as a country, got its own phone number. When people call it from abroad they get connected to a random Swede, and in the name of freedom of speech, they can talk about anything – what ever opinion you may have, it matters. Every phone call creates an unique picture of Sweden.

### RESULTS

The Swedish Number instantly spread across the globe. People from all countries found it on live TV-Shows and News channels, live radio shows, in newspaper articles, in blogs, on Twitter and on Facebook. Calls came in by the 100,000s and the Swedish people answering represented all parts of society - geographically, ages and opinions.

TOTAL CALL DURATION

## 340

DAYS

TOTAL INCOMING CALLS

## 170 240

SINCE APRIL 6, 2016

NUMBER OF  
CALLING COUNTRIES

## 186

(THE WORLD HAS  
195 COUNTRIES)

MEDIA IMPRESSIONS

## 9.324

BILLION

### THE COURSE

## Creating Digital Strategies for Brands

ROSIE COLLINS

In this workshop you'll discover some of the most innovative approaches and techniques to developing your digital strategy. Techniques that use clever data thinking and an understanding of the latest technology to ensure that the brands you work on create even more empathetic and meaningful digital experiences.



## training

ROSIE COLLINS

—  
Senior Strategist, DigitasLBI




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## Creating Digital Strategies for Brands

Rosie Collins – Senior Strategist at DigitasLBI, will get you to work on a hypothetical brief for a hypothetical client and with her guiding hand, you'll get to crack it in real time. In a series of 30-minute and 60-minute workshops, punctuated by brief periods of reflection, and other necessary breaks for thought, she'll help you to drive forward the evolution of a digital solution to the brief. Rosie will guide you through the main stages of the process from conception, through formulation and to implementation. She'll share useful tools and techniques to smooth that journey. By the end of her workshop, you'll get to present your ideas to your peers, getting invaluable feedback from Rosie and the rest of the group.

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### LEARNING OUTCOMES

**By the end of this workshop you will:**

- Understand what the upcoming trends in digital are
- Get a detailed insight into the underlying principals that engage people online
- Learn how to map out the customer life-cycle
- Be able to map out some of the most important customer moments from no awareness to advocacy
- Learn about and appreciate what a digital blueprint is
- Get a deep dive into some of the category specific digital trends and the principals that engage people and the professional industry alike

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### SUITABLE FOR

- Creative people
- Account people and planners
- Marketers
- Anyone who wishes to understand how to conceive and implement a digital strategy
- Anyone who is employed in a digital agency
- Those who have not had experience working in digital and now need to understand its potential
- Anyone who is keen to embrace the digital age and understand the unlimited marketing and promotional possibilities it offers

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## YOUR FACILITATOR

Rosie has always had a deep passion and interest in brands and digital strategy. She has developed brand and digital strategy for a wide range of household names including, BMW, Aviva, Barclaycard, Wickes and Unilever. Her passion lies in helping brands to be more empathetic, and in developing ideas that are genuinely meaningful for consumers. In her spare time Rosie sings in a Gospel Choir, does Crossfit three times a week. She also sits on the board of a non-profit online giving platform that connects women who, in their spare time, want to use their talents and skills to raise funds for women and girls in less fortunate circumstances than themselves around the world.

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### WHAT THEY SAY

'I think this session should be mandatory for everyone working with advertising agencies. I thought I would be out of my comfort zone but I loved it.'

**Robert Howarth, Motion Graphics Designer  
Viasat Broadcasting**

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## CONTACT

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