



## Effective communication – for optimized business

***CLIK's mission is to develop and enhance the client's communication content and processes as a means for faster goal attainment and a stronger market position.***

***By using analysis, well defined communication objectives, and distinct messages that are coordinated across all channels, CLIK can help you to create a uniform image for your company, both internally and externally.***

CLIK SARL offers a wide range of services in the information and marketing communications arena.

CLIK Kommunikation (founded 1998) was incorporated in CLIK SARL 2006.

Carina Linné has many years of professional experience; as a journalist, as a corporate communications director for major industries, as an account executive and copywriter at an advertising agency for nearly a decade and as a marketing communications consultant in the fields of energy, telecom and logistics.

### SERVICES

CLIK provides marketing assistance at both the strategic and operational level:

- Evaluation, analysis and strategic communication planning
- Communication, marketing and campaign planning
- Branding and naming consultancy
- Development of internal and external communications
- CLIK Communications Review – maximize your advertising impact
- Spearheading communication projects
- Production of SP material, customer magazines, etc.
- Planning and design of graphic identity programs
- Production of copy for customer magazines, brochures, press releases, websites, etc.

Turn to CLIK when you need a partner with communication expertise, someone to spearhead your communication project or a temporary resource to head your information, communication or marketing department.

### WORK METHOD

- New assignments start with a needs assessment or present situation analysis (unless the project is clearly defined or limited in scope).
- CLIK takes total responsibility for every project.  
This means that we can ensure access to all the expertise needed to get the job done. CLIK's strategic network includes market analysts, media consultants, PR experts, Internet and multimedia producers, graphic designers, photographers, illustrators, copywriters, printers and telemarketing companies.
- The goal is to create integrated communication. That means integrating the client's messages across all channels and in all communication activities to achieve maximum impact.



## CLIK COMMUNICATIONS REVIEW

There are enormous opportunities to save money by rethinking your company's production and purchasing routines. A more efficient approach to communication contributes to a uniform message and picture content, better integration of multiple channels, enhanced internal cooperation and greater market impact.

CLIK Communications Review examines the entire chain from message formulation, briefing and ordering to booking of advertising production. Huge profits can be made by becoming a better buyer, choosing the right agency for the project, looking over your routines for document and image handling, procuring printing on your own or via an outside expert, and much more.

CLIK has carried out a Communications Review for Ericsson Radio Systems which generated major cost savings.

## CLIENTS

- Ericsson Radio Systems
- Posten Sverige AB
- TeliaSonera
- Unify AB
- Vattenfall

## REFERENCE PROJECTS

**Posten Sverige AB.** Environmental communication projects. Management of communications project in connection with the introduction of a new service network.

**TeliaSonera.** Production of SP material (printed, web, film) and customer magazine for large corporate clients. Product naming. Argumentation analyses.

**Vattenfall.** Systemization of product range and product names. Analysis and evaluation of internal production and communication agency.

**Ericsson Radio Systems.** Account executive for Mobile Internet communications projects, (from strategic planning to implementation). Established new routines for more efficient advertising production and set up a digital image bank.

## TESTIMONIALS

*"What I especially appreciate about Carina is her professionalism and drive."*

Ulf Lesley, former Global Information and Communications Coordinator for Ericsson's mobile systems.

*"Carina quickly involves herself in new projects and is very good at delivering constructive, practicable solutions that meet every individual need."*

Marie Nylin, Nordic Marketing Communications Director, Vattenfall

*"Carina has assisted Posten with everything from strategy formulation to brochure production. She always delivers what I expect. It is her strength."*

Britt Rozental, Acting Corporate Communications Director, Sweden Post

*"Carina translates our ideas into excellent real-life results. She is quick, accurate and reliable. It is a pleasure doing business with Carina and CLIK."*

Charlotta Rehman, Director of Sales, TeliaSonera Sverige