

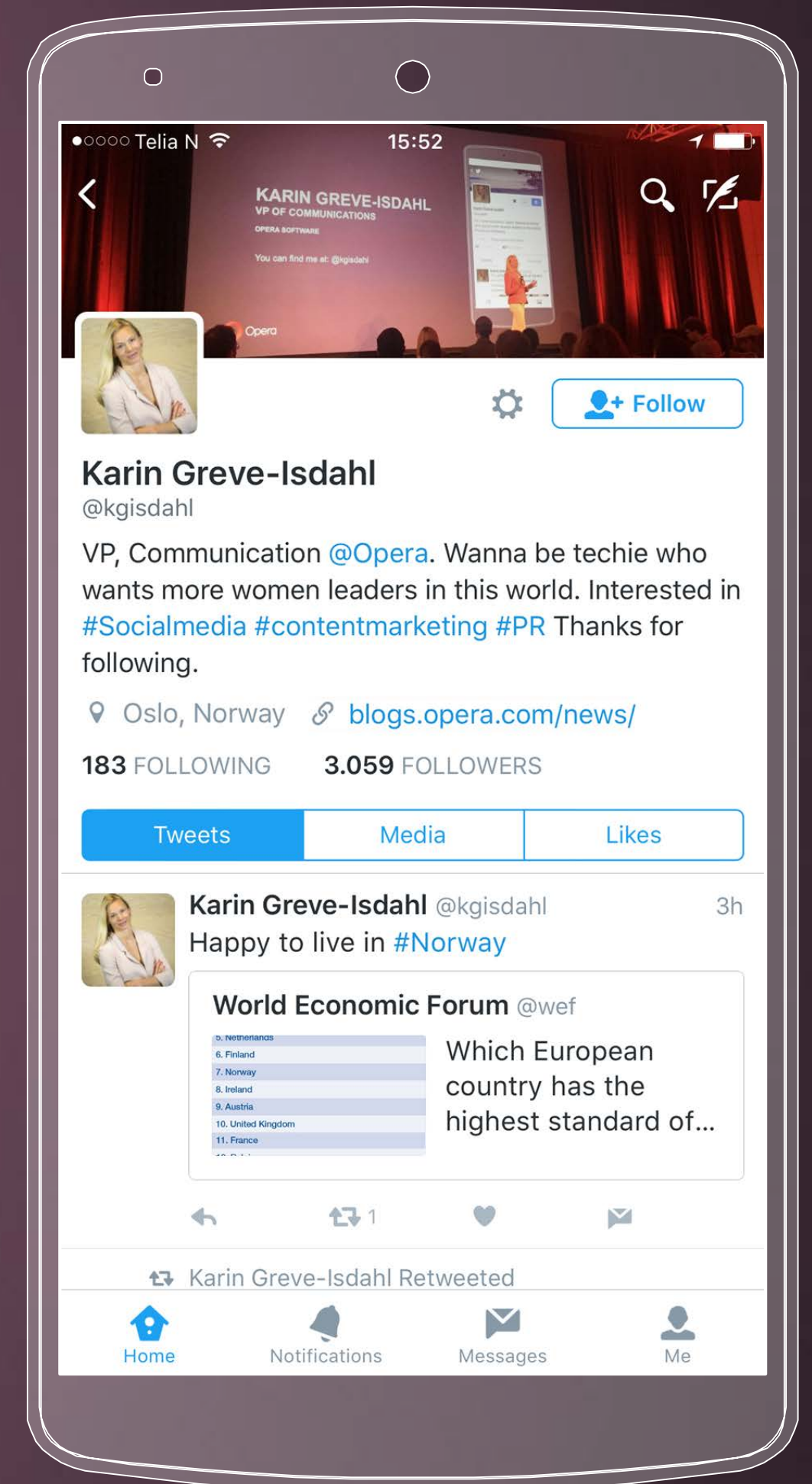
Opera

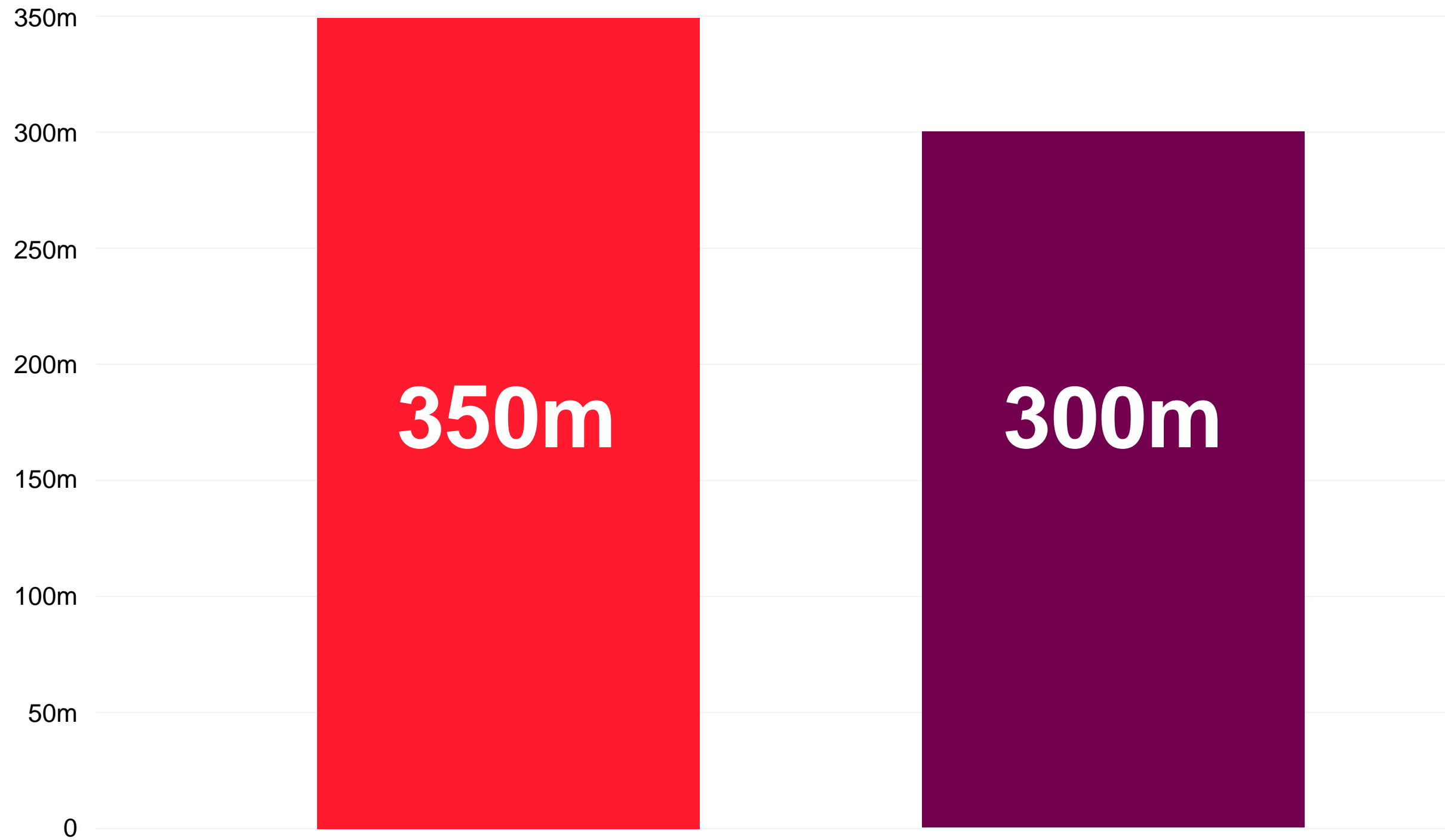
KARIN GREVE-ISDAHL

VP OF COMMUNICATIONS

OPERA SOFTWARE

You can find me at: @kgisdahl





Opera's Communications Team



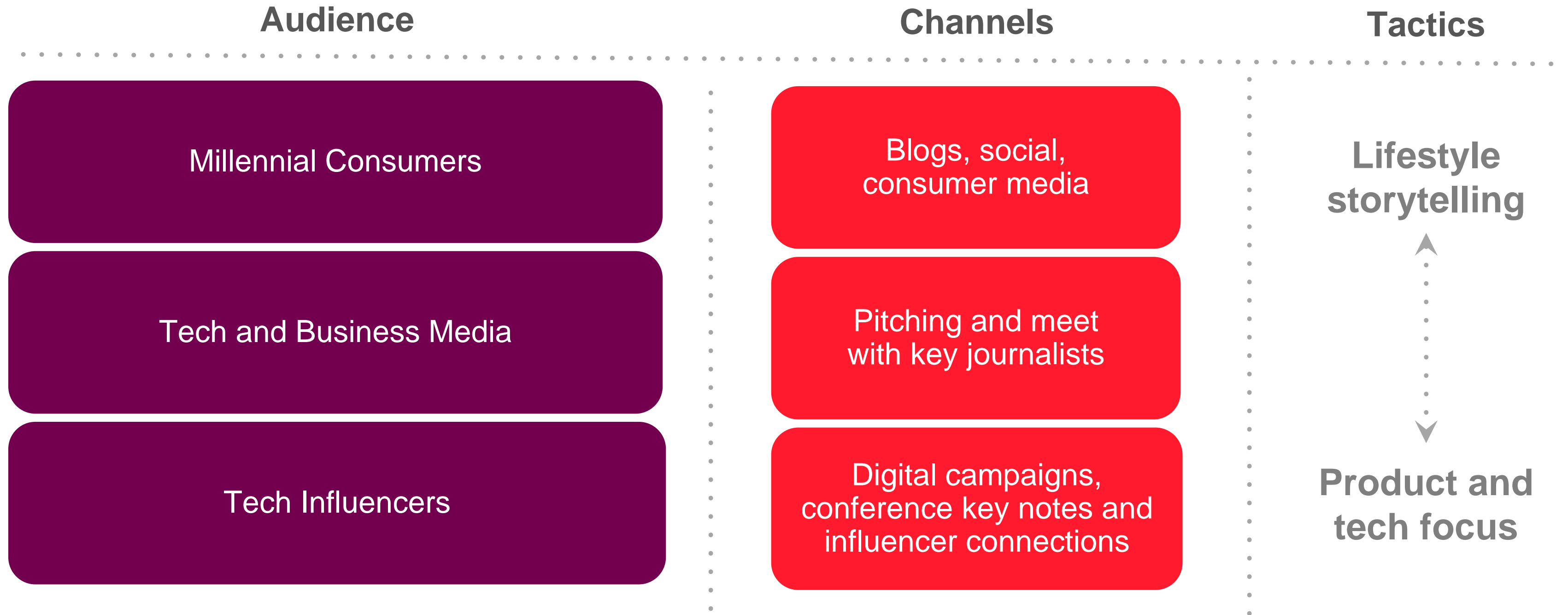
Main Communications Objective

**Brand
awareness**

**Tell the
Opera
Story**

**Drive
downloads**

Most important target audiences



2014

104

PRESS RELEASES



Communication Evolution



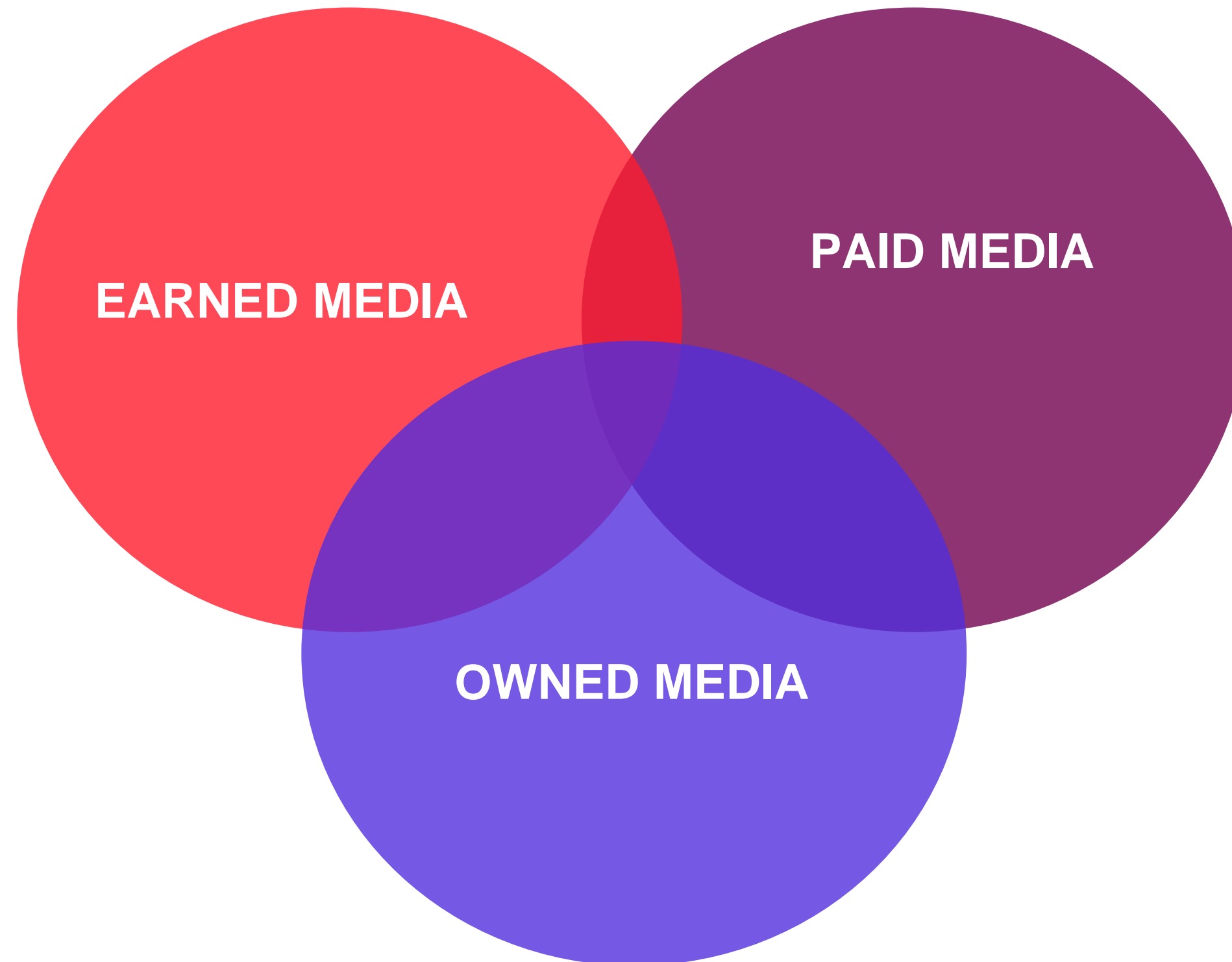
MASS COMMUNICATION



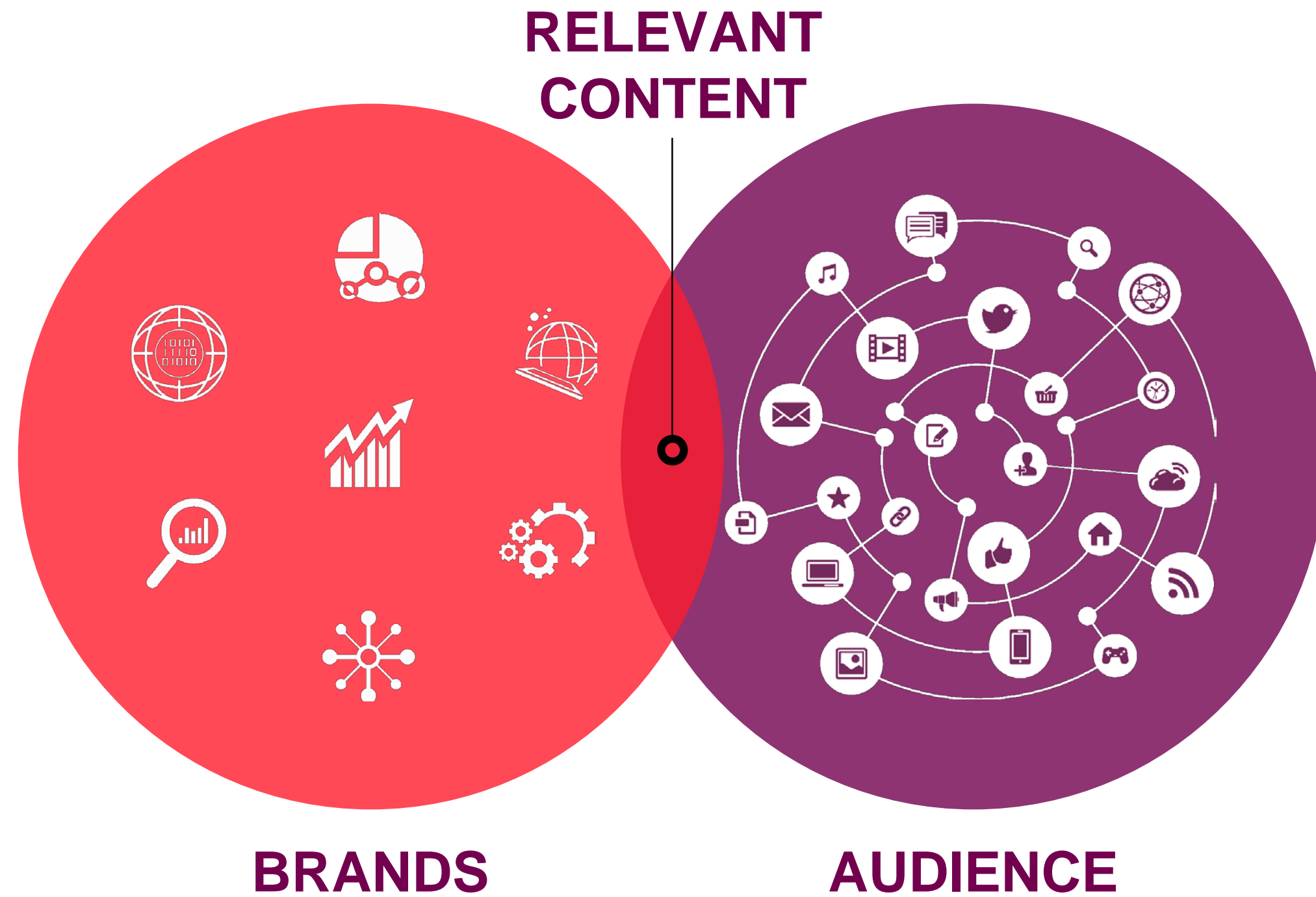
2 WAY DISCUSSION

Old Media Reality

Earned, Owned & Paid Media



Sweet Spot of Relevance



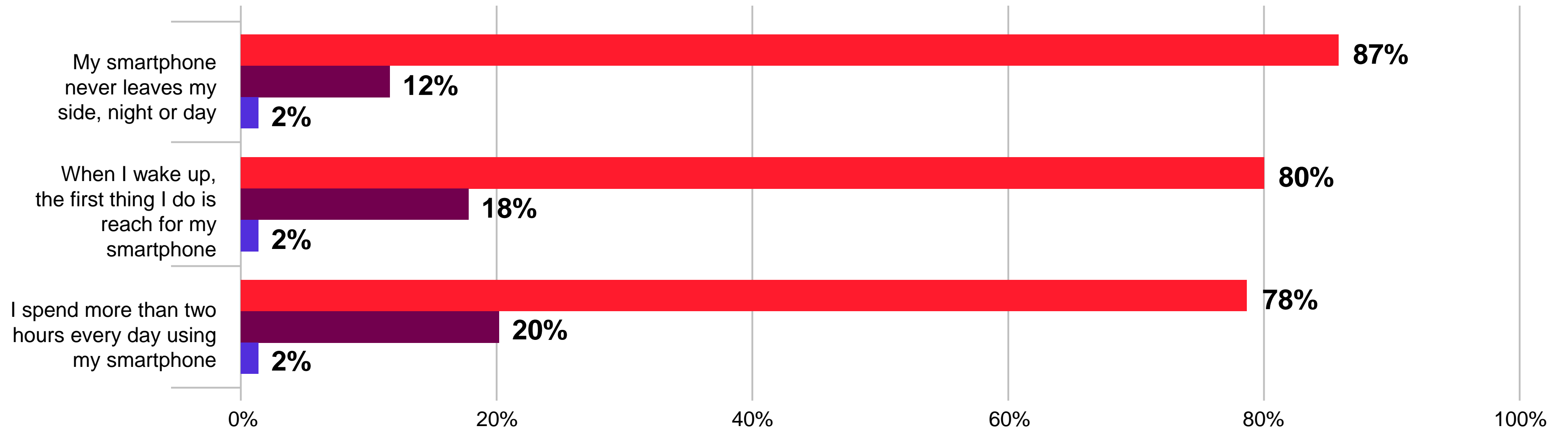


Our Users – The Millennials



@kgisdahl

A Mobile First Generation



AGREE DISAGREE NOT SURE

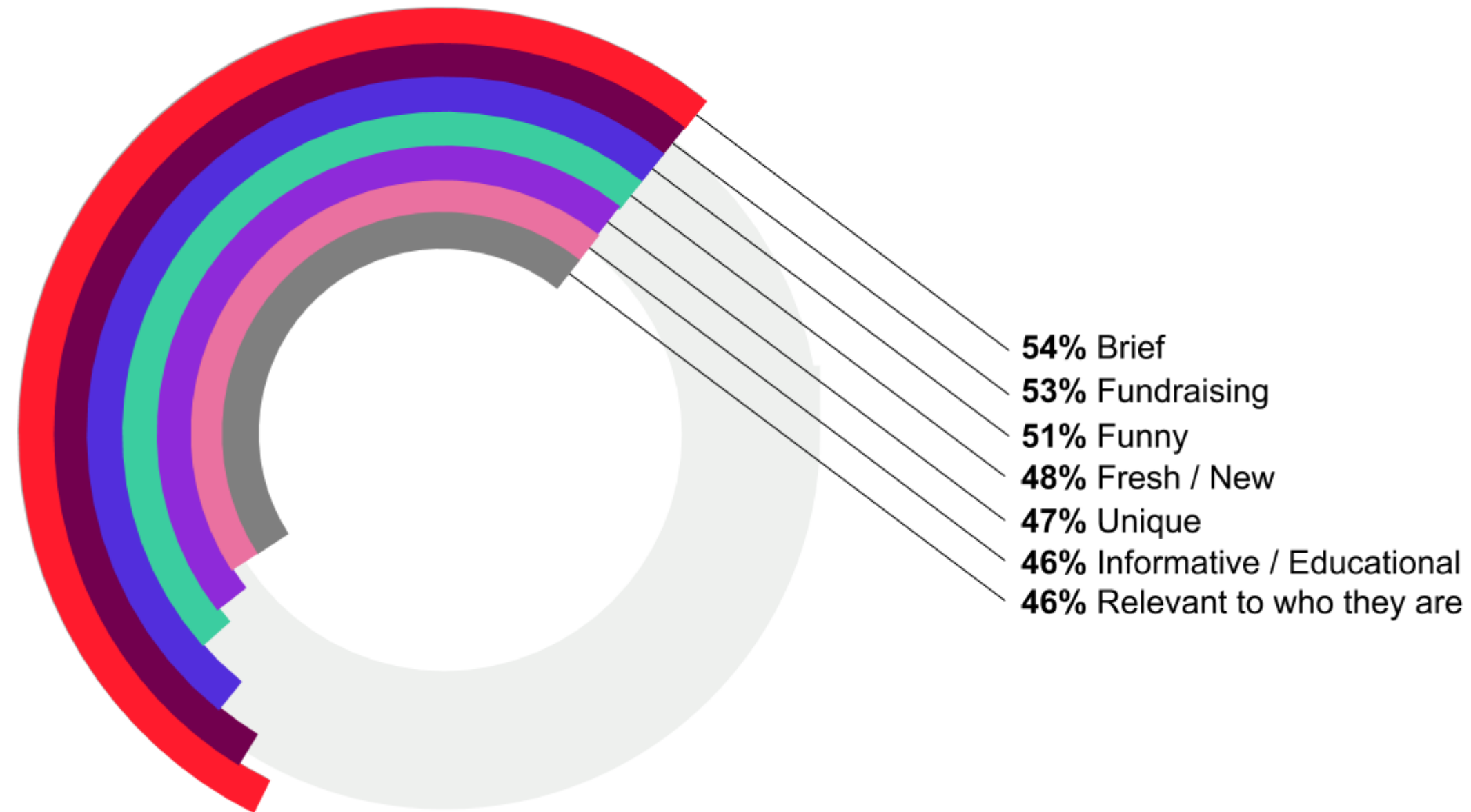
Old Media Landscape



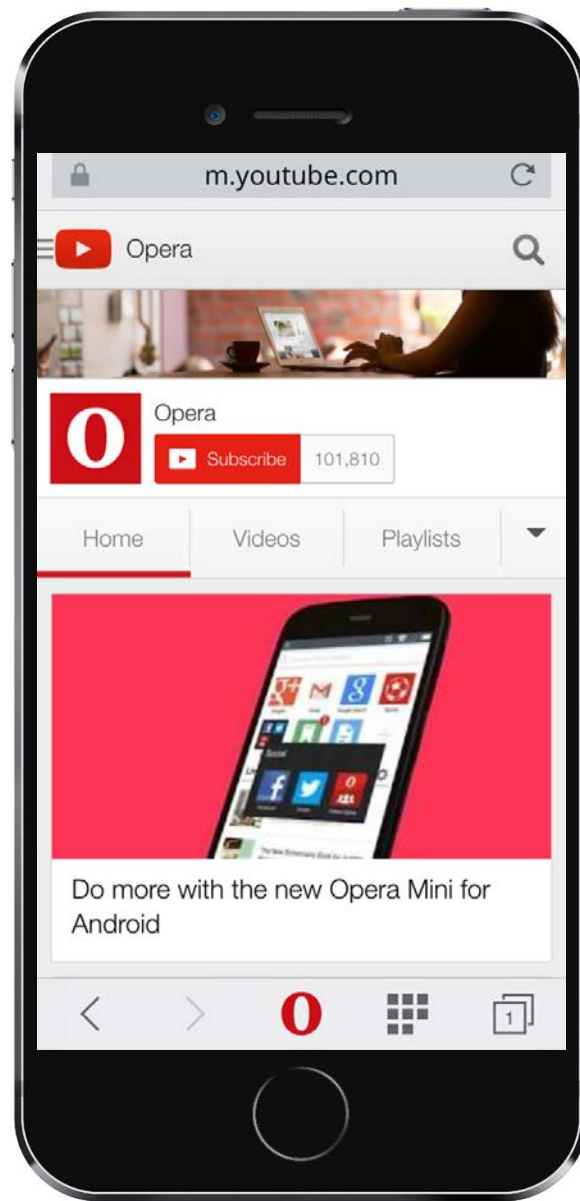
Today's Media Landscape



How to Communicate with Mobile Millennials



Some of Our Mobile Channels



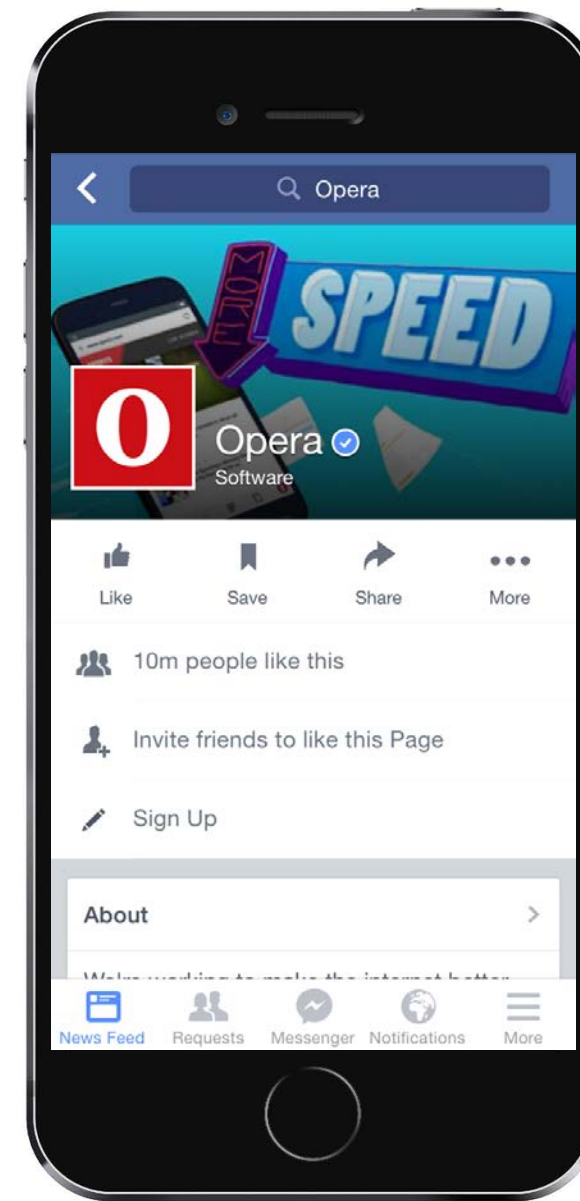
YouTube



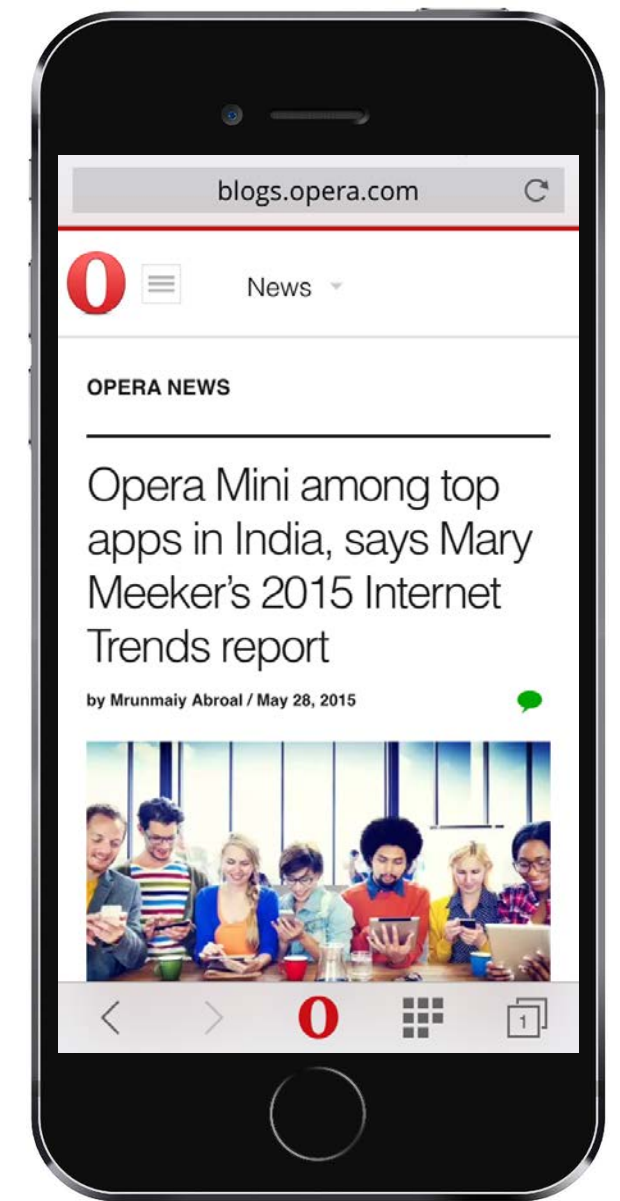
Line



Twitter



Facebook



Blog



Our Editorial Calendar

COLOR CODE	PRODUCT	TECH	BRAND	LIFESTYLE	CSR	EVENTS
May – 2016						
WEEK 1	Opera User Story: Philippines	CyberAware story, guest-blogger from SufrEasy	Opera Max SurfEasy extension – desktop	Tech4Africa Story (Story angle TBD)		
WEEK 2		Karin – Women in Tech		How to choose a mobile browser?		Spotlight on Opera bloggers – Story 1
WEEK 3	Ghana’s Mobile Internet landscape OR Ghana internet fair (Jo) blog post – stats + personal style	VIDEO – humanized, Ghana internet fair (Jo)	Crawford Market video		Rebranding Party in Indonesia with influencers: Meet the New O	“Samsung users are more cost-conscious than HTC users”
WEEK 4		Opera Mini 12 for Android & Opera 33 for Android / Opera 33 desktop – new logo implementation	Arnfinn – Visual Breakdown	Behind-the-DoMore. What do you think? What is “Do more” for you?	Making the most of Opera Mini	Where are you from? Do you know what app dominates your country?



Blog: Examples of Stories

Meet the new Opera brand identity

by Sean D'Arcy / September 22, 2015

 (169)



73K READERS

Our summer with Opera: Interns share their stories

by Vera Lasam-Bergtun / September 9, 2015

 (4)



59K READERS

Worldreader and Opera distribute free ebooks to 5 million African readers

by Jo Crawshaw / September 7, 2015

 (1)



34K READERS



Blog: Localization

5 aplikasi gratis untuk meningkatkan performa Android kamu

by Agnes Agastia / May 27, 2015

Salah satu hal terbaik mengenai Android adalah tawaran yang hampir tak terbatas untuk menyesuaikan berdasarkan...

» [Read more](#)

INDONESIA

Как оставаться на связи в международном роуминге и при этом не разориться?

Автор Mikhail Zaytsev / Июнь 1, 2015



Сегодня мы уже не представляем своей жизни без смартфонов, которые позволяют нам оставаться всегда на связи со своими друзьями, семьей и всем интернет-пространством, вне зависимости от того, где мы находимся. Особен...

RUSSIA

OPERA JAPAN

あなたのAndroid端末をパワーアップする5つのアプリ

by Saito Toshiyuki / May 24, 2015

Androidの良いところは、オプションが無数にあつて自分らしく必要に応じて細かくカスタム出来る点なのですが、その利点を十分に活用されていますでしょうか。もしかしたならやり方を知らないかもしれませんし、誤って大事なスマホを壊してしまうのではないかと心配してらっしゃるかも知れません。そうした不安を取り除くために、私たちがあなたがお使いのAndroid端末をもっと便利にする5つのおすすめアプリをここに紹介させていただきます。

こちらで紹介しているアプリは全て英語のインターフェースになっています。それぞれのカテゴリで同様の日本語化されたアプリを見つけることが出来るかと思います。



1. バッテリーを長持ちさせよう

バッテリーがちょっと目を離した隙になくなってはいませんか。私たちも同感です。幸いなことに、簡単な対策があります。まず、モバイル通信の設定を見直しましょう。必要のない時にはオフにしておきます。次に [Greenify](#) をダウンロードし

JAPAN

Blog: Write for Google

default browser windows 10

Web Images **Videos** News More ▾ Search tools

About 3,890,000 results (0.16 seconds)

How to change Windows 10's default web browser to Chrome
www.pcworld.com/.../windows/how-to-change-windo...
3 days ago
Windows 10 pulls a nasty trick when you upgrade: It sets your default web browser to Edge, even if you ...

How to change Windows 10 default browser - YouTube
www.youtube.com/watch?v=JNjp2tMh83w
4 days ago - Uploaded by Opera
Windows 10 tips and tricks: How to change your default browser on Windows 10? Short tutorial on how you ...

How to Change Your Default Browser in Windows 10 ...
www.youtube.com/watch?v=biG6jReUQGs
4 days ago - Uploaded by TheParadise
Lost your preferences when you upgraded to Windows 10? Get your default browser back with just a few ...

Google Chrome as Default browser in Windows 10 - YouTube
www.youtube.com/watch?v=UctE2mD9GsE
Jun 26, 2015 - Uploaded by Age of Windows
Video featuring how to make Google Chrome as Default browser in Windows 10. powered by http ...



#2
(Google)



FB: Feed the Brand Lovers

O Opera changed their profile picture.
Published by Espen Thoresen · April 22 · Edited



99,648 people reached [Boost Post](#)

Like · Comment · Share

Carla Carsenzuola, Michelle Behan, Wuri Rostandy and 5,944 others like this. [Most Relevant -](#)

O Opera
January 23 at 4:13pm

No wonder it's called Opera Mini. <http://opr.as/g1e>



Like · Comment · Share · 77,316 749 412



5,000 Selfies in a Week

O Opera added 4 new photos.
April 25 at 8:56pm · Edited ·

Kom igjen Norge!! Hele verden tar nå selfies av hvor de bruker Opera Mini, men vi trenger flere bilder fra Norge 😊 Send inn din selfie her <http://opr.as/selfie>



O Opera added 4 new photos.
Posted by Espen Thoresen · Yesterday at 1:37pm ·

C'mon Philippines! The whole world is taking selfies of where they are using Opera Mini. We need more great pictures from you guys 😊 Join here! <http://opr.as/selfie>



O Opera added 4 new photos.
Posted by Espen Thoresen · April 25 at 8:25pm ·

C'mon Nigeria! The whole world is taking selfies of where they are using Opera Mini. We need more great pictures from you guys 😊 Join here <http://opr.as/selfie>



Twitter: Reply Fast

The screenshot shows a Twitter thread with three tweets. The first tweet is from Dave Cropley (@dmcropley) on Jan 17, mentioning @firefox and @opera as fast-growing browsers on mobile, while expressing disappointment about @googlechrome. The second tweet is a reply from Firefox (@firefox) on Jan 20, thanking Dave for enjoying Firefox on mobile. The third tweet is from Dave Cropley on Jan 20, replying to Firefox and mentioning that @opera ninjas picked up his tweet two days ago, while @googlechrome has not responded. A red box highlights the text '@opera ninjas' in the third tweet, and a red Opera logo is placed to its right. The third tweet also shows a 'Follow' button and a 'FAVORITE 1' indicator.

Dave Cropley @dmcropley · Jan 17
@firefox and @opera seem to have come on in leaps and bounds recently, especially on mobile. Sad I can't rely on @googlechrome anymore :/

Firefox @firefox · Jan 20
@dmcropley Great to hear you're enjoying Firefox on mobile!

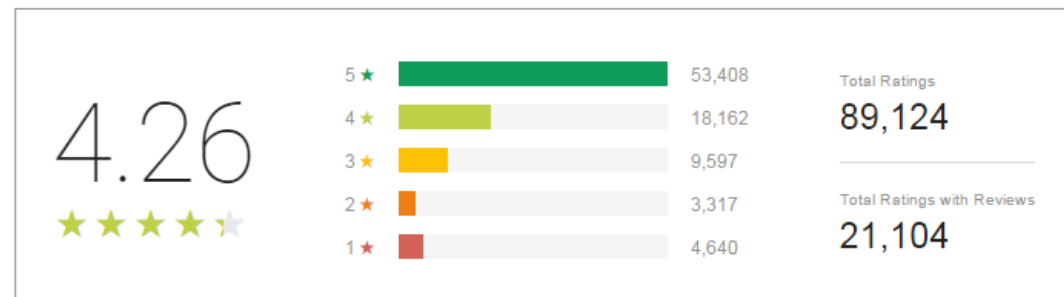
Dave Cropley @dmcropley
@firefox Thanks! You're up against stiff opposition, mind. The @opera ninjas picked up that tweet 2 days ago. No word from @googlechrome...

FAVORITE
1

11:44 AM - 20 Jan 2015



33K reviews and questions answered through Customer Care



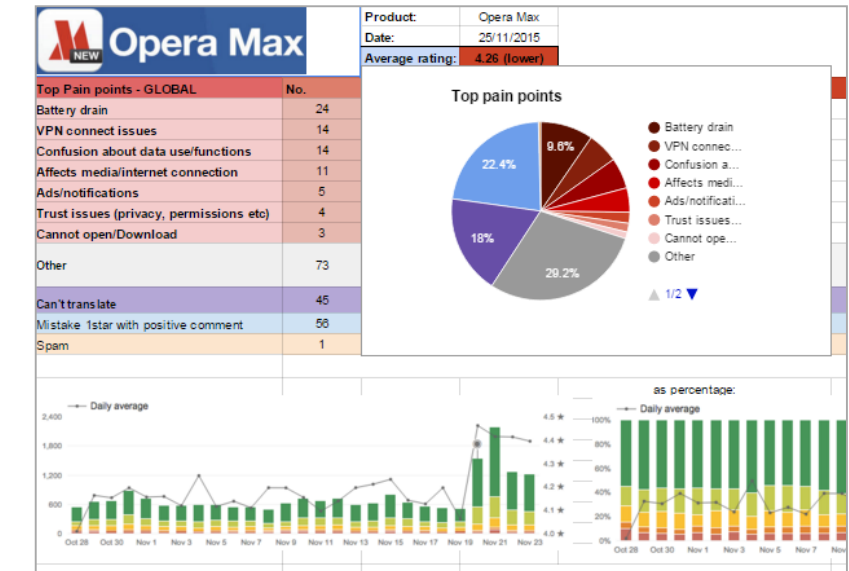
Respond to all 1 and 2 star ratings in Google Play

Result: 20.000 reviews responded to



Respond to questions on Twitter and Facebook

Result: 13.000 users responded to



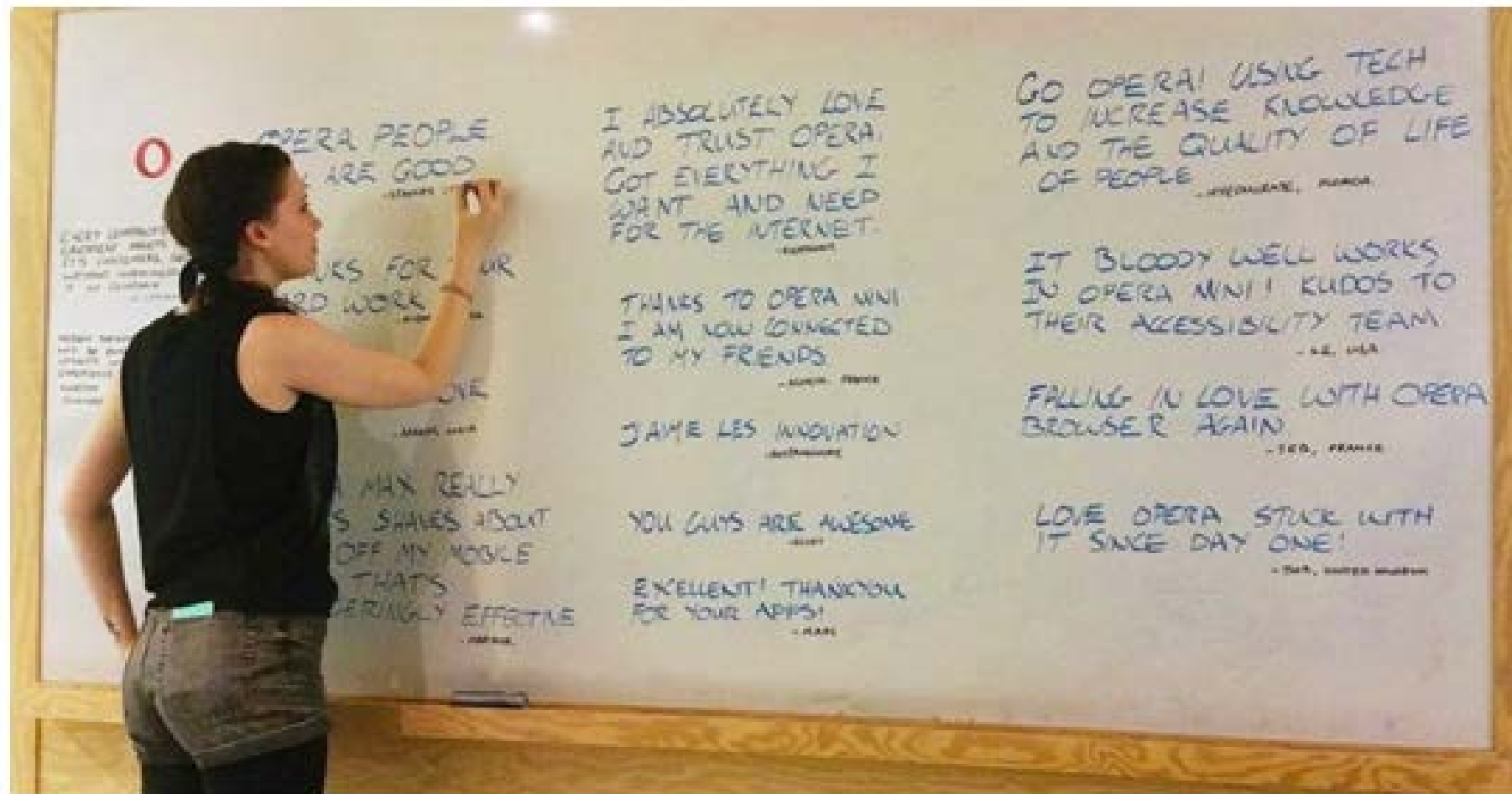
Provide weekly reports to management and developers

Result: 3 weekly product reports



That Human Touch

Even tech companies shouldn't be robots when it comes to answering you online. Here's the real Ruth & Angela <http://opr.as/HappyHolidays> See More



1.3x 1,009 +208 158 +63 122 +49





Bloomberg TV
LIVE TV VIDEO SHOWS PLAYLIST
iPhone Users Skew More Toward Consumer Usage: Da Silva

Press Top coverage

Opera: How we plan to extend our reach in Asia
Sunday, 21 Sep 2014 11:04 AM EDT

REUTERS
Opera Software targets 350 million mobile browser users in 2017

The king of emerging economies

Nathan Aspinwall, CEO of Norwegian software company Opera, jumps into emerging markets. (Photo: Jeff Singer/GETTY)

TNW
Opera Max now lets you save on data over Wi-Fi on your Android device

By AJITHANVU GHOSHAI

TC
Opera Launches Redesigned Opera Mini For Android

“

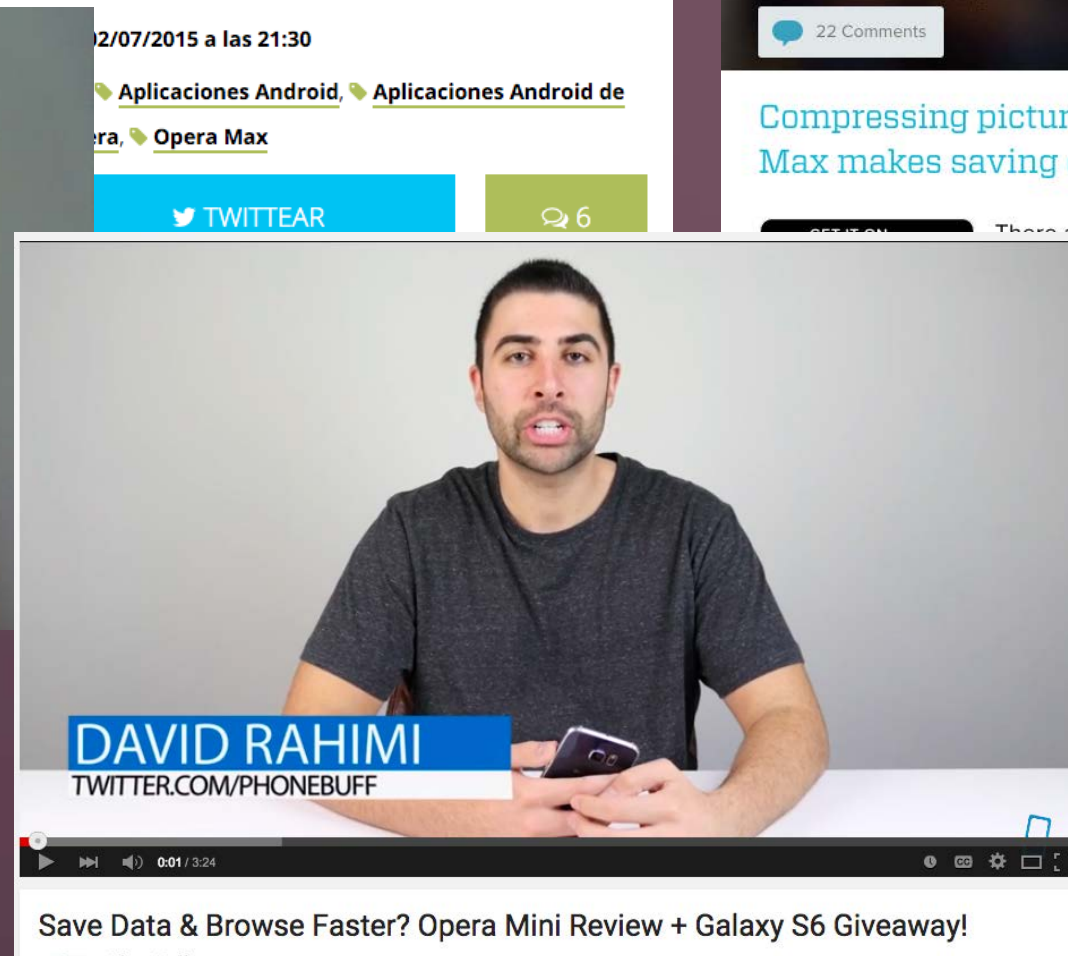
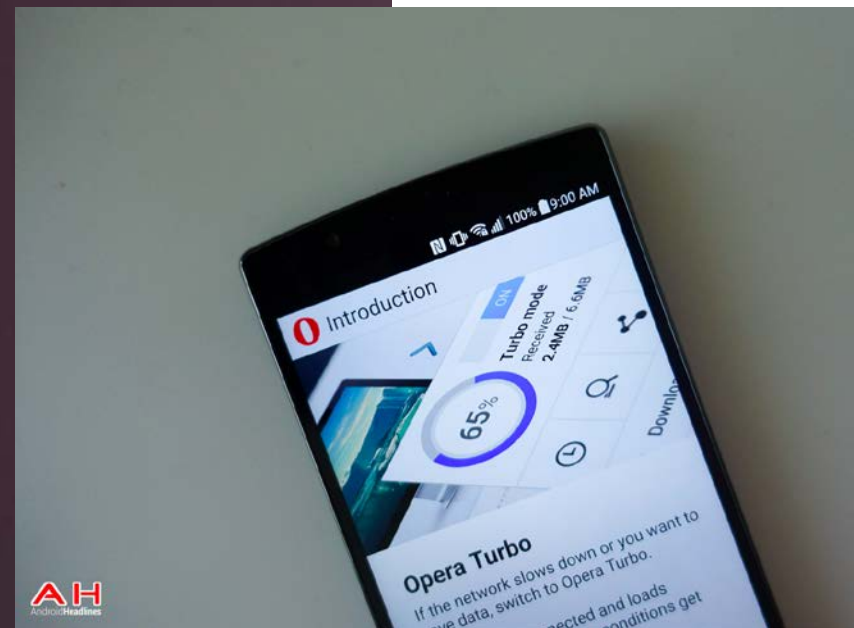
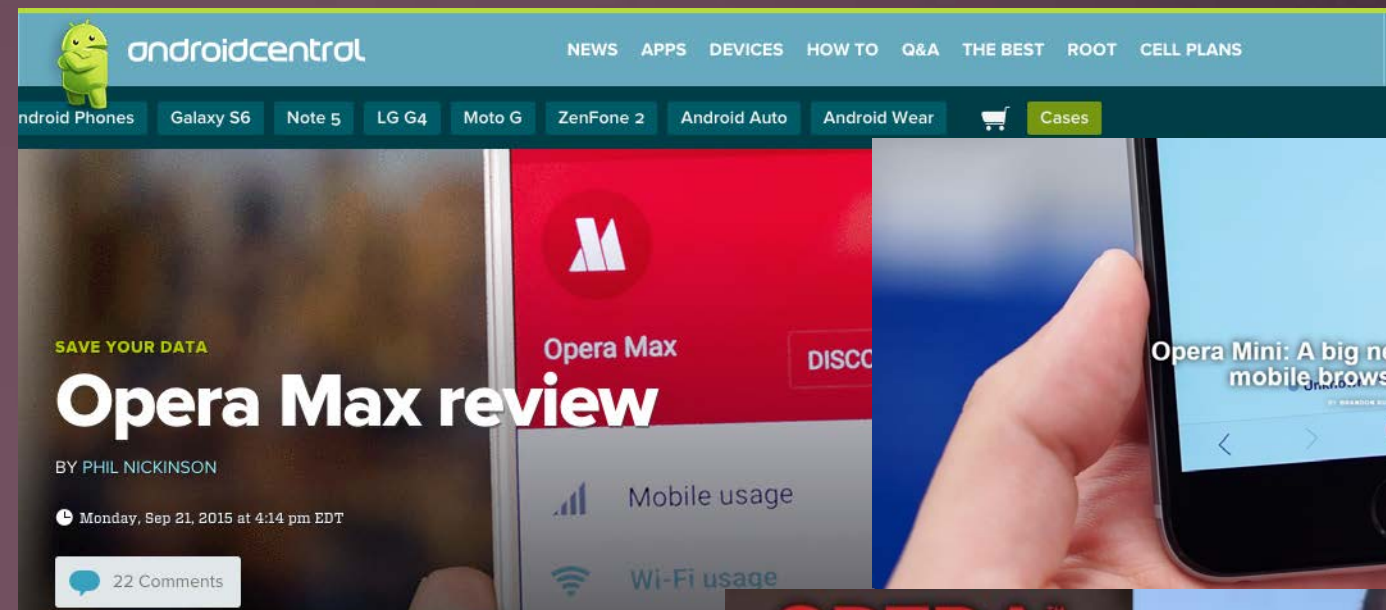
Advertising is saying you're
Good. PR is getting someone
Else to say you're good.

”

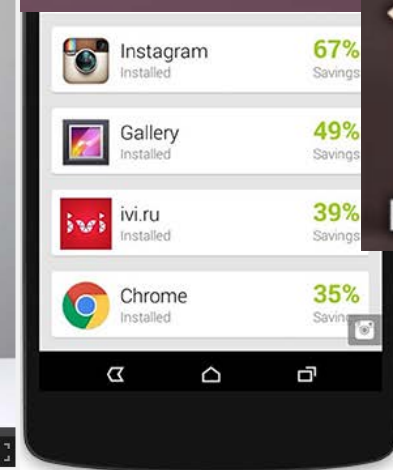
– *Jean-Louis Gasse*

**Digital Influencer is like someone with
4 million fans saying you are good.**

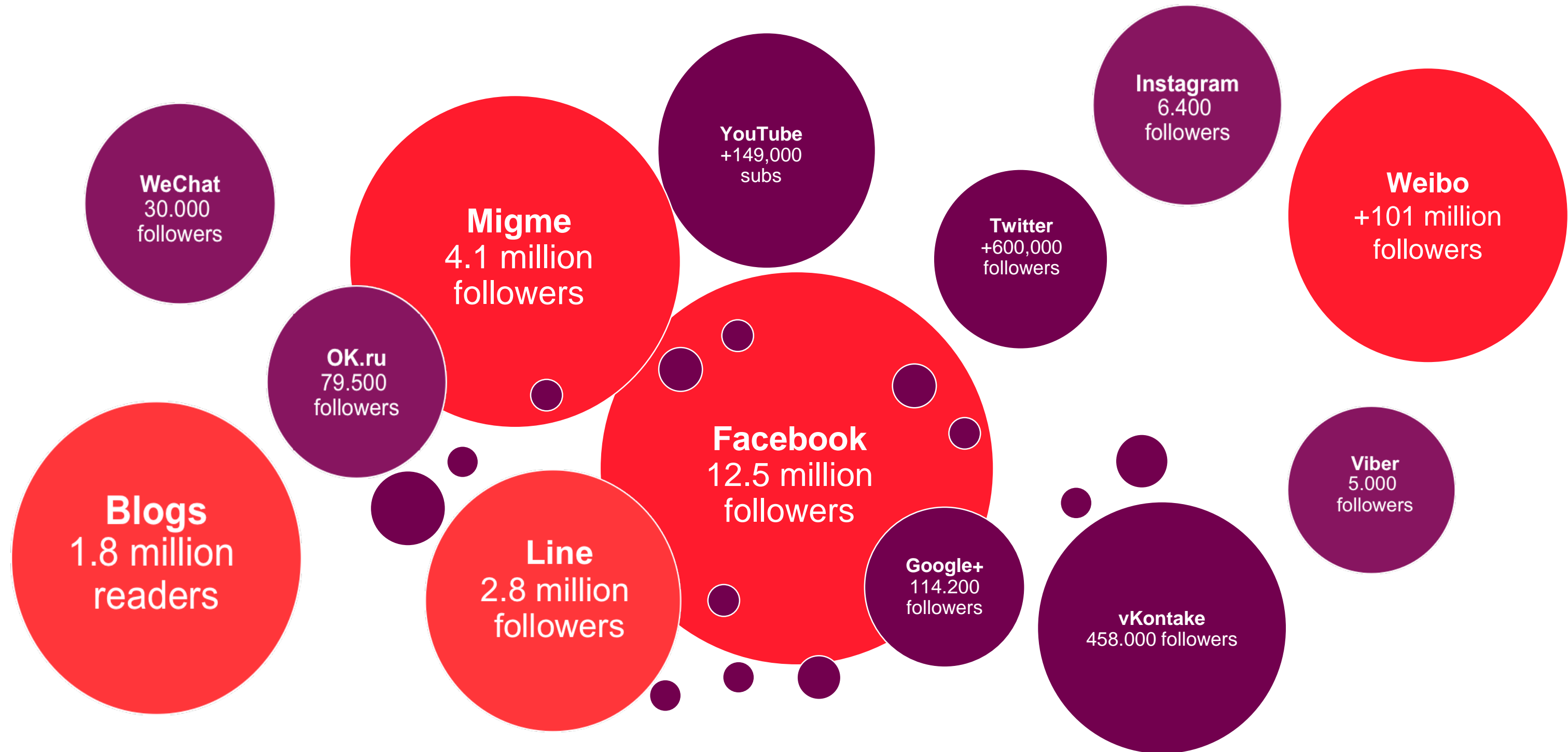
Our Digital Influencers










Compressing pictures and videos always makes saving on data pretty painless



Result: Social Media 23 Million Fans



Result: Brand Nr #99 on Facebook

96		App Store	13 040 694
97		Forever 21	12 959 468
98		GAROTO	12 893 682
99		Opera	12 692 975
100		Johnnie Walker	12 640 004
101		Coca-Cola	12 620 668
102		Mentos	12 585 547



Dette er de ti selskapene som er best på sosiale medier

PETTER WINTHER

OPPDATERT: 02.DES. 2015 08:38 | PUBLISERT: 02.DES. 2015 08:38



@kgisdahl

Result: PR Big stories- Big impact



Sarah Perez @sarahintampa · May 9

Opera brings its free VPN service to iOS with a new app, Opera VPN:



Opera brings its free VPN service to iOS with a new app, Opera VPN...

Following the launch of a built-in VPN service in its web browser last month, Opera this morning debuted a free and unlimited mobile VPN app for iOS...

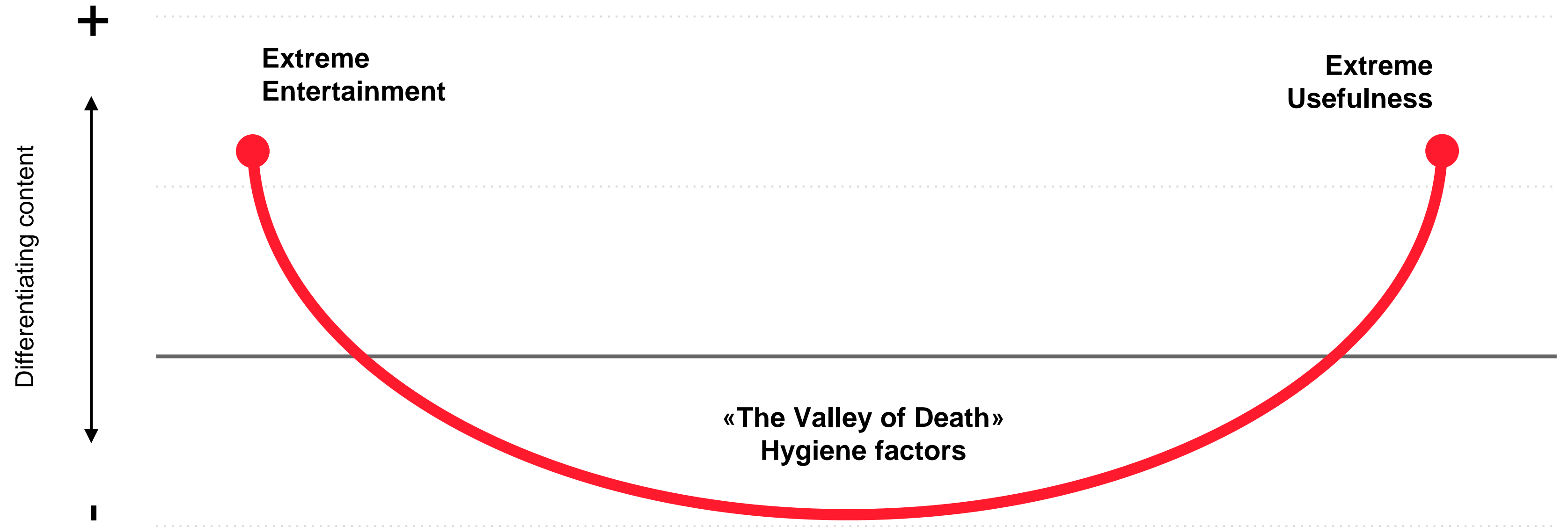
techcrunch.com



150K
DOWNLOADS



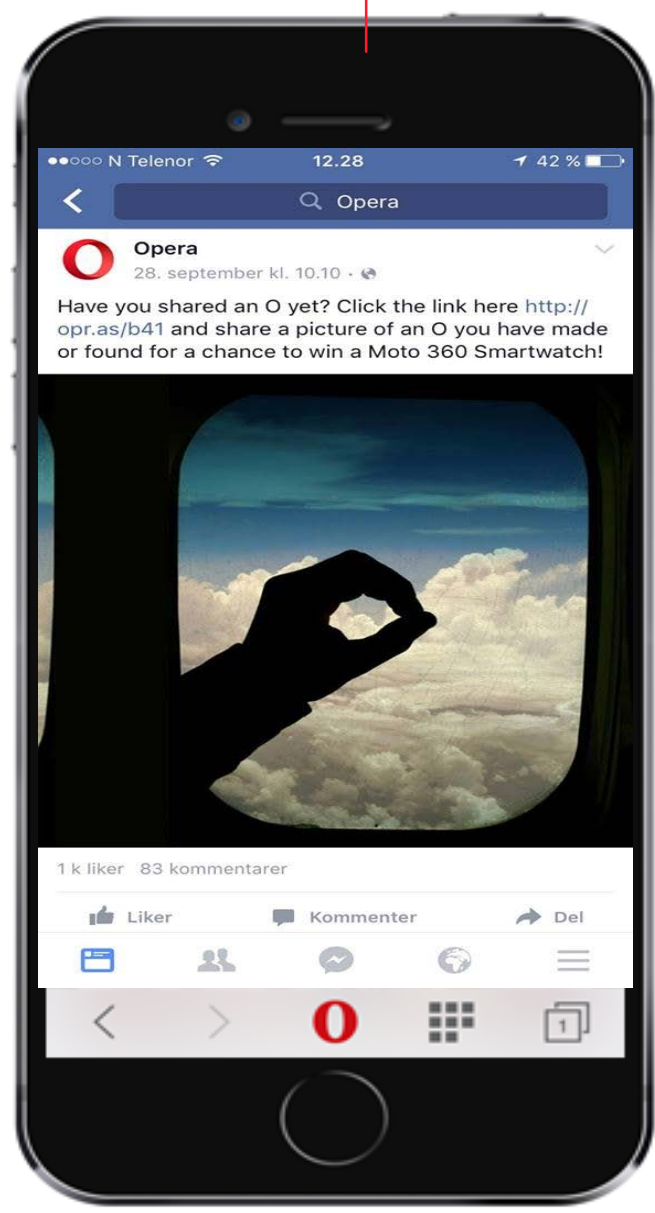
Future: Focus on Relevance



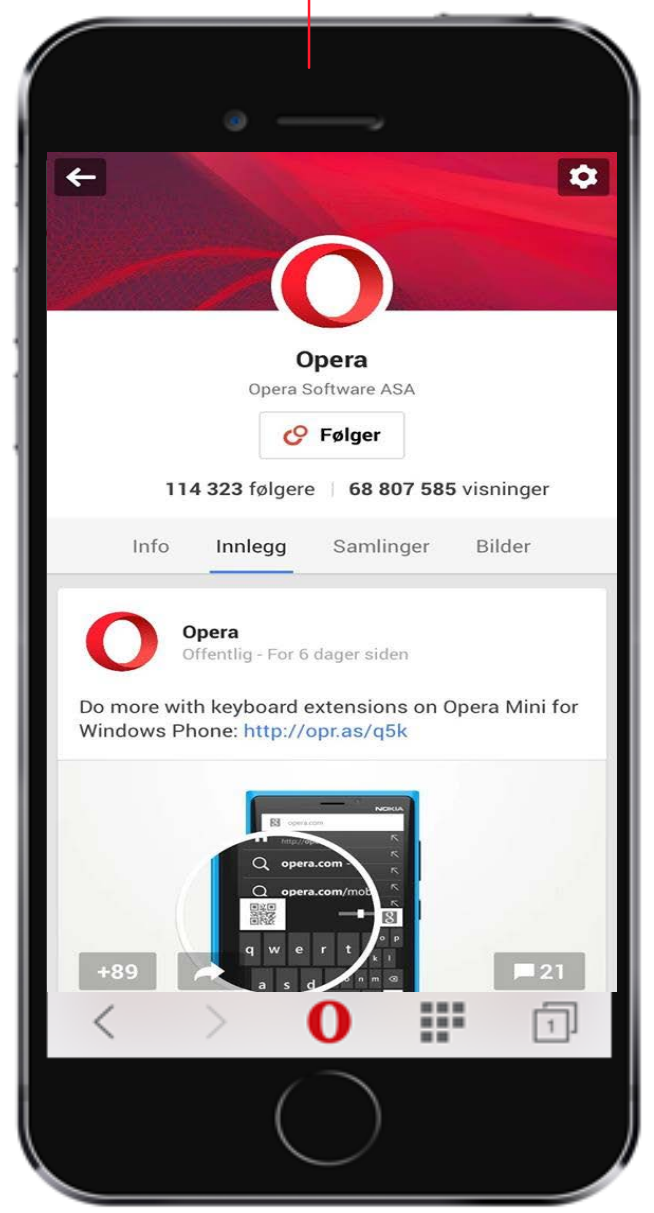
Future: New Channels

OLD

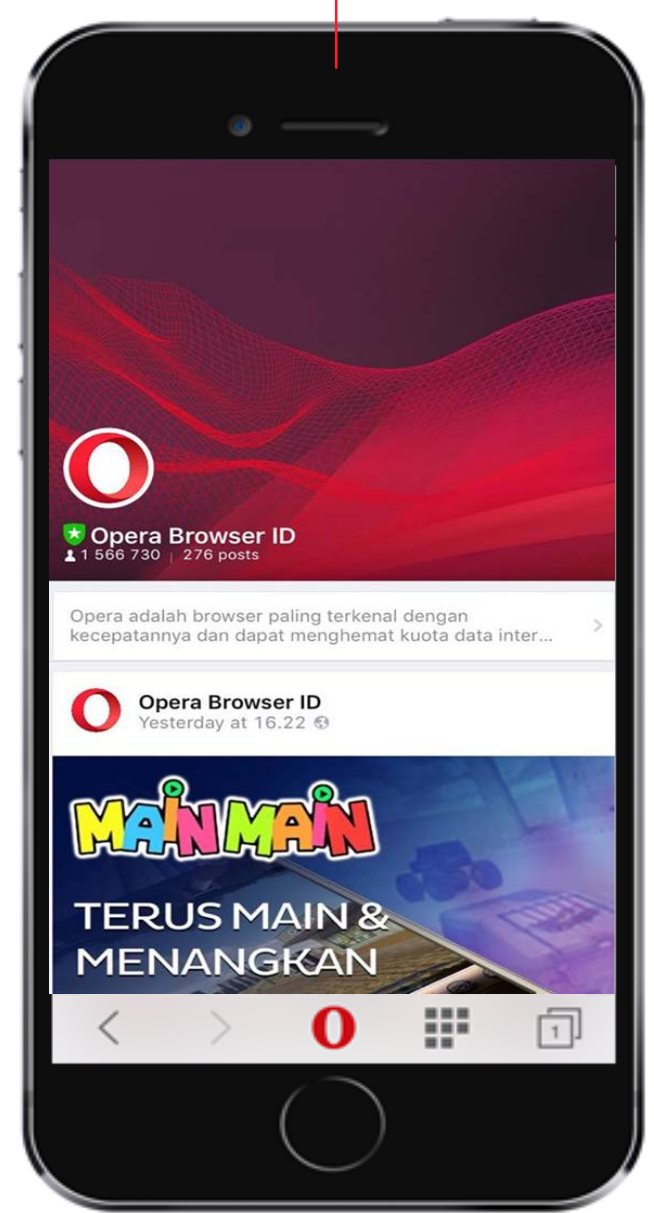
NEW



Facebook



Google, etc.



Line



Viber



3

**High on will
Experiment
Measure**



Opera