

# Introduction to our brand platform

2022







# Our raison d'être

People have been relocating back and forth across the globe, seeking out new experiences and facing unexpected challenges, for millennia. And while it is easy to understand the appeal of heading off into the unknown, there are a few things worth finding out before you leave.

What will life be like in a different country? How do I deal with the authorities? What are the people going to be like? Where do we want to live? Where will the children go to school? There are so many seemingly minor aspects that need to be considered, from the more practical to personal preferences. This also applies to companies that relocate their staff, or that recruit new staff from abroad. It is commercially crucial to seamlessly handle all the relocation issues that arise.

**And that is where Alfa comes in.**





# Peace of mind for people on the move

We are responsible for helping people embark upon a life-changing journey. Which is why we handle each individual process as if we were relocating our own family. We are always there, ready to answer any questions or resolve any issues – both for the person relocating and the organisation they are relocating for. We are their service provider, guarantor, support team and source of knowledge. Wherever you are in the world, the Alfa name will always represent security and peace of mind.









# Our own journey





A lot has happened since Alfa was founded back in 1995. With an increasing number of diverse opportunities around the world for so many people, relocation is now more commonplace than ever before.

Despite the growing list of needs and circumstances to be taken into account, things like sustainability, information, function and technology, in addition to ever-higher customer expectations, Alfa has continued to deliver excellent results every time.

We have always been at the forefront of development in our industry. And as part of our goal to distance ourselves from the many

disreputable businesses in the mobility sector, particularly within the removal business, we have made it our mission to always be a safe haven of quality and honesty. Which is perhaps also part of the reason behind our continued success and how we became the solid, dependable organisation we are today, offering a wide range of relocation solutions via our global network that spans 150 countries.





# Changes, challenges and a chance for growth

A key factor in our success is recognising emerging trends and adapting our products and services accordingly.





## **We develop our business to remain competitive**

This has been particularly true in recent years, as increasingly rapid technological advances, in the form of digitalisation, new communication channels and unlimited access to information, continue to have a considerable impact on our lives.

Not only have these developments affected the way people do business, they have completely transformed the way we interact with each other. More significantly, they have had a huge impact on a lot of our decision-making processes, where we now rely on other people's opinions, regardless of whether they are friends or complete strangers. We do business with people we like and trust, and we want them to like and trust us too.

Our history, experience and expertise may have put us where we are today. But in this rapidly changing world, we must constantly re-evaluate and redevelop every aspect of our business if we are to remain competitive. From our products and services to the way we communicate with our target audiences.





This  
is our  
world

# Our customers guide us

This is the perfect time for us to develop our offer even further, by creating innovative solutions for tomorrow and by focusing on our customers' needs and preferences.

Over the years we have developed a deeper understanding of our market, our customers and their operations. We have made it our business to understand their day-to-day challenges, because we want to help them overcome

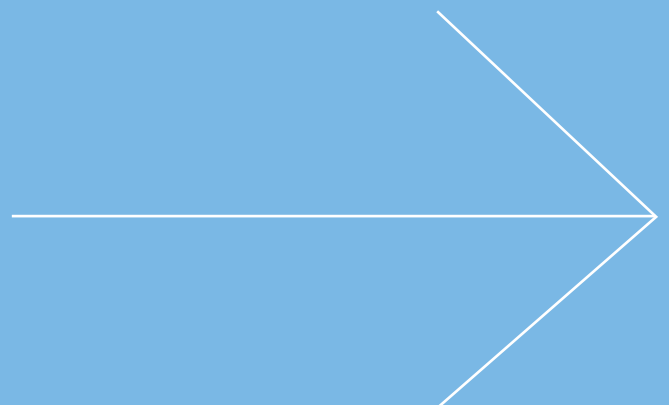
those challenges. By developing products and services that streamline our customers' operations and simplify their everyday lives, we are repositioning ourselves as a value-creating partner. This in itself will open up a whole new world of business opportunities for us. And as we continue to develop, we will attract a completely new group of potential customers and future colleagues.





# How we face off the fierce competition with our solutions

We have already begun the work of cementing our unique value proposition, embracing new technologies and leading the way with our comprehensive range of smart new solutions and strong brands with clear added value. Not only do we offer a standard range with fast, efficient deliveries, but we also work closely with customers who face specific challenges to design tailored solutions for their specific needs.





This  
is our  
world

# Our strengths guide us

At Alfa, we are proud of our culture, our solutions and our brand image. Nevertheless, we believe that we can and should aim even higher when interacting with our peers, customers and market in general.

Another way we can make life easier for our customers, peers and colleagues is by being clearer in our communication. We do this by making it easier to understand our products and solutions and by communicating our unique value proposition in a way that highlights the benefits from the customer's perspective.

We should always strive to convey our many strengths in our communication, as they will continue to serve us well for many years to come. We have the expertise, solid industry experience and thorough understanding of our customers' everyday challenges. This alone puts us ahead of many of our competitors. Add to that our friendly nature, customer-centric approach and sustainability profile, and we have all of the ingredients for building mutually beneficial, long-term partnerships.

## About sustainability at Alfa

Our sustainability work is genuine and well-founded. It extends beyond our solutions and includes everything from sustainable relationships to the work environment. When designing our products and services, we take into account our customers' future needs and expectations. We streamline our resources, optimise our products and develop services and logistics solutions that minimise our environmental

impact. We follow ISO standards for environment and information security (ISO 14001, ISO 27001). As a member of FIDI Global Alliance we have no tolerance towards corruption, and as a member of UN Global Compact we work towards aligning all our operations and strategies with UN goals and principles.



“

**How we face off the fierce  
competition through  
communication**

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# Our innovative culture guides us

At Alfa we dare to think differently, because we are always thinking ahead and because we believe in ourselves. We are proud of the fact that we exceed customers' expectations, because it lets them know that we are a competent, reliable and innovative partner.

We are proud of our mobility and assignment services, as well as our solid local presence throughout the Nordic region. Because, despite an increasingly digital and glocalised world, personal meetings have never been more important.

We believe in the power of our unique and robust culture, with every single Alfa employee being equally essential to our growth and long-term success. Our brand is defined by our culture, which is why we rely on our people to help

nurture and develop the Alfa brand. It is through our daily actions and by following our brand strategy that we will continue to live and grow.

We are the Nordic mobility expert. Welcoming people to the Nordic countries and helping Nordic people embark upon a life-changing journey. Whether our customers are in or from Sweden, Norway, Denmark or Finland, our goal is to be their first choice every time. And we will be their Alfa, and their Omega.





**How we face  
off the fierce  
competition  
together**



# Alfa will guide you

Alpha Ursae Minoris, more commonly known as Polaris, the North Star or Pole Star, is one of the brightest objects in our Nordic skies. Relatively motionless above the North Pole, it has served as a guiding light for countless explorers and travellers over the centuries, as they navigated their way about the Northern Hemisphere.

Unsurprisingly it is often used to describe a fixed point in people's lives, or a safe haven they

can always return to when everything else in their world is changing. And that is exactly how we see Alfa: a guiding light, a fixed point for explorers and a safe haven of knowledge and experience.

And it is that same inner compass, our very own Alpha Ursae Minoris, that guides us in everything we do, constantly reminding us that we are also on a journey..

*...to deliver sustainable global mobility for people and businesses (our vision).*

*...to give peace of mind to people on the move (our mission).*

*...to be transparent, add value and show care, to customers, people, and the planet.*



# Our vision

...to deliver sustainable global mobility  
for people and businesses

# Our mission

...to give peace of mind to people on the move

# Our values

...be transparent, add value and show care...  
...to customers, people, and the planet



There are no shortcuts  
to good customer relations

# This is Alfa





Through hard work and resourcefulness, Alfa has steadily grown into a full-service mobility partner and leading supplier of mobility services. However, only when we demonstrate that we genuinely mean what we say will we become a trusted, long-term partner beyond the traditional supplier-agency relationship.

## The Alfa way

The Alfa way is open, inclusive, dedicated and authentic. We believe in taking the initiative, being innovative, taking responsibility, offering security and focusing on the long-term perspective.

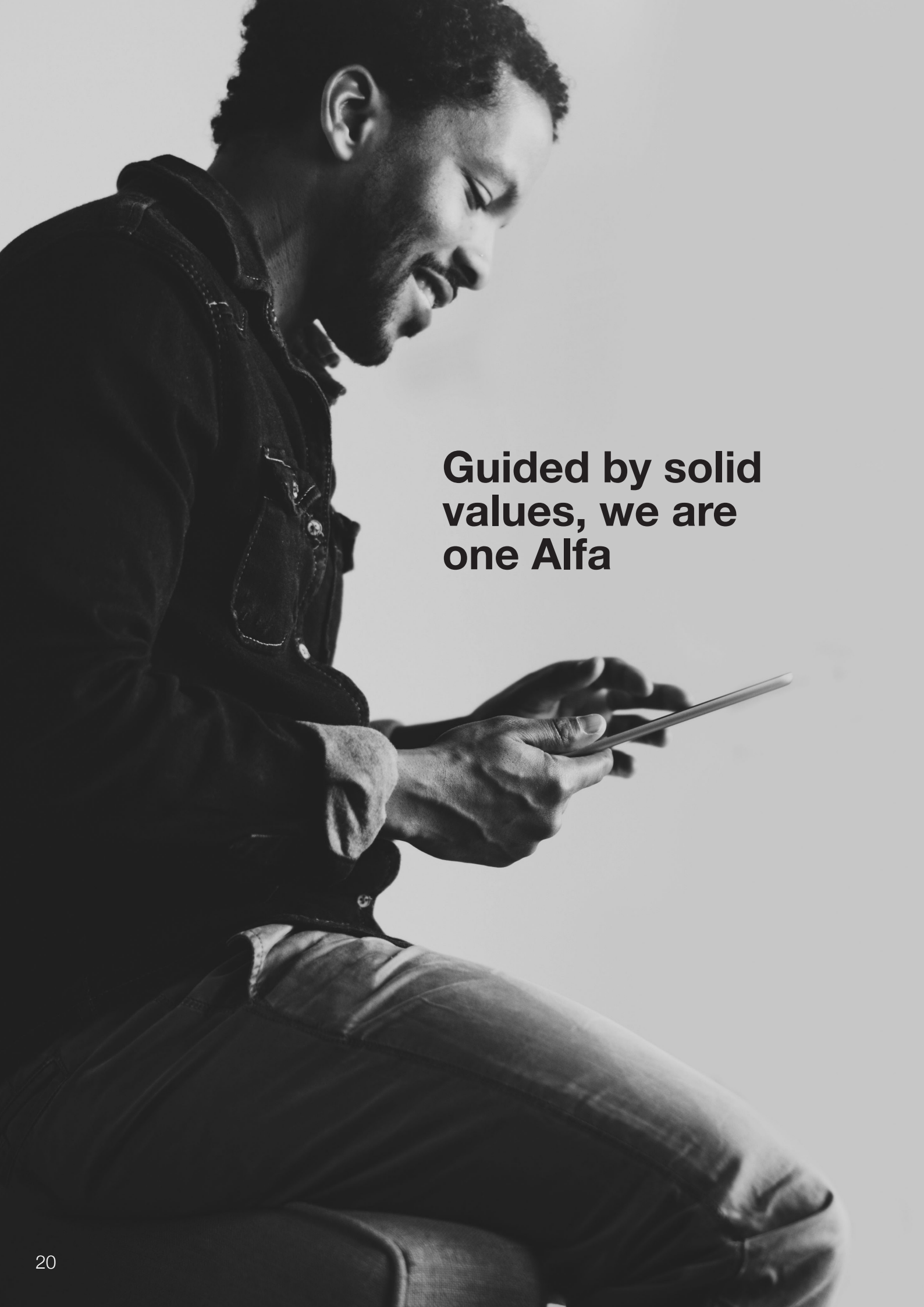
## Our personality

Alfa should be perceived as friendly, genuine and trustworthy and Nordic. We represent professionalism, experience, expertise and stability. We are global, with Nordic roots and act locally.

## In our communication, we demonstrate our:

- Kindness
- Approachability
- Knowledge
- Nordic roots
- Compassion
- Authenticity
- Honesty
- Humility
- Professionalism





**Guided by solid  
values, we are  
one Alfa**



# Our voice

Our communication is the voice we use to reach our markets and target groups. It is through our communication that we establish expectations for our brand. It describes our overall approach to investments, frames the promises we make to our customers and conveys undeniable evidence of the added value we offer.

In our communication,  
we emphasize our strengths:

- We are professional, knowledgeable and proactive
- We have a Nordic approach to everything we do
- We provide added value
- We are open, transparent and trustworthy
- We are friendly, collaborative and authentic
- We make our customers feel calm and secure
- We genuinely care



We are proud,  
hard-working  
and resourceful

**We Are  
Alfa!**

At Alfa, we...

- are professional, knowledgeable and proactive
- have a Nordic approach to everything we do
- provide added value
- are open, transparent and trustworthy
- are friendly, collaborative and authentic
- make our customers feel calm and secure
- genuinely care



## We are professional, knowledgeable and proactive

We have in-depth knowledge of all local and international regulations, contracts and other formalities. Focusing on the customer experience, we follow established industry praxis and use every tool and process available to solve the task at hand. We proactively monitor global trends, identifying and analysing any areas for potential development as they emerge.

## We have a Nordic approach to everything we do

We are the Nordic mobility expert with a solid local presence throughout the Nordic region, in depth knowledge of all local regulations, contracts and other formalities and a global network that spans 150 countries. Our heritage and experience guides everything we do.

## We provide added value

We maintain a high standard of quality in everything we do, always with the customer in focus. By developing solutions that make people's lives easier, remaining cost-conscious at all times and going the extra mile to exceed expectations, we are offering our customers more than just services and solutions. We are providing them with an extra level of added value.

## We are open, transparent and trustworthy

The Alfa name is synonymous with security and dependability. Unfortunately, we live in an age where trust has become a perishable commodity and being consistently open and transparent about ourselves, our products and our capacity to meet expectations is more important than ever. Which is why we are happy to share information about our processes, pricing and results. If something goes wrong, we don't try to

conceal it. Instead, we focus on learning from it. This helps us preserve our reputation, increase customer and staff loyalty and, ultimately, retain our customers' trust.

## We are friendly, collaborative and authentic

Successful partnerships are based on mutual trust, authenticity and a willingness to grow together. As a partner to our customers, we build on common interests, share our extensive knowledge, experience and industry insights and collaborate constructively for our long-term mutual benefit.

## We make our customers feel calm and secure

Our business revolves around people, which requires a great deal of care and personal attention. Part of this entails keeping our customers informed about everything that is going on, whether it be their own relocation, our services or industry events that they may be interested in. We are mindful of each individual's personality and circumstances, pay attention to their needs, listen to their feedback and respond quickly, and communicate in a way they feel comfortable with. This puts people at ease and makes them feel calm and secure.

## We genuinely care

We show respect, consideration and appreciation for everyone around us, including ourselves. We are clear and polite in our communication, to our customers and our colleagues, always happy to offer support or a helping hand. Flexibility is one of our greatest strengths, because everyone is different with their own unique set of circumstances and needs. We are mindful, present and positive in all interactions. We keep our promises and go the extra mile to exceed expectations. Because we actually care.

# We Are Alfa!





ALFA QUALITY MOVING



ALFA MOBILITY



# Mobility services is what we do

In this changing world, we must constantly re-evaluate and redevelop every aspect of our business if we are to remain competitive. From our products and services to the way we communicate with our target audiences.

We are proud of our history and our brand image. Nevertheless, we believe that we can and should aim even higher when interacting with our customers and market in general. We have not enough communicated our successes. Now is the time to let everyone know who we are and what we can do.

Alfa is quality moving - but Alfa is also quality immigration, and quality relocation. Mobility is the red thread that combines our offering. We are Alfa Mobility - the parent brand that acts as guarantor, knowledge carrier, and the one who supports and secures the long-term perspective in all our business areas.

**The  
Alfa  
brands**



# Alfa Moving

## We take the hassle out of international removals

This is our international removal service, offering quality, care and cost-effective solutions. We have an excellent reputation for close personal service, adapted to each customer's individual needs. Alfa Moving customers choose us for our delivery reliability, peace of mind, quality, customer service, expertise and safety.

### Communicate about Alfa Moving:

- The largest international removal management provider in the Nordic region.
- Raising the bar for quality.
- Offers a comprehensive range of services and capacity.
- Sustainability trailblazer for our industry.

#### BASE COMMUNICATION ON

- Recommendation (repeat business)
- Professionalism (skills and knowledge)
- Quality
- Compliance
- Sustainability
- Price

Using facts and references to reinforce these messages.



# Alfa Relocation

## Helping individuals and teams to relocate and settle in

This is our relocation service, offering personal service from a devoted team of full-time relocation experts throughout the Nordic Region.

Alfa is an indispensable support team during any relocation project, offering a valuable combination of experience, local insights, applicable regulations and industry praxis. Our consultants are highly professional and extremely approachable, providing all the necessary information and comfort to anyone relocating.

Alfa Relocation customers choose us for our knowledge, security, expertise, quality, dedication, flexibility and local presence.

### Communicate about Alfa Relocation:

- Experience, expertise and dedication.
- Flexibility, security and local contacts.
- We assist with getting the entire family established in their new location.
- Offering an insider's introduction to the new surroundings, sharing essential information.
- Relationships are important when helping people relocate, particularly in situations that require more tailored solutions.

#### BASE COMMUNICATION ON

- Professionalism (skills and knowledge)
- Compliance
- Scope of service
- Network of contacts
- Relationships
- Tailored solutions

Using facts and references to reinforce these messages.

The  
Alfa  
brands



## Alfa Immigration

# Passports, permits and other paperwork made simple

This is our immigration service, offering a range of solutions relating to travel, relocation and removals documentation.

Our Alfa Immigration customers choose us for our extensive and in-depth experience of simplifying the immigration process, making it more understandable for individuals and businesses, identifying the required documentation, completing all necessary forms and putting everything together.

## Communicate about Alfa Immigration:

- We are constantly monitoring all of the latest developments within immigration, visas and work permits, areas that are often complex, confusing and prone to rapid changes.
- Alfa makes the immigration process easy to understand.
- Upon successfully granted visa and immigration application, we assist with all the necessary local registrations and documentation in the destination country.
- The individual and their family are accompanied to the various government offices to ensure that all formalities are completed correctly, thereby reducing the risk of unnecessary complications or delays.

### BASE COMMUNICATION ON

- Professionalism (skills and knowledge)
- Compliance
- Scope
- Continuity of service

Using facts and references to reinforce these messages.



Exceed expectations:

# Know your target groups

In addition to creating value for the people who use our services, we must also create value for the person ordering the assignment. Sometimes this is the same person, but usually it is two different people.

To help us create more accurate, consistent communication we have identified four main target groups:

- Human Resources (HR) and global mobility departments
- Procurement, purchasers and management
- Partners and agents
- Private individuals

Within these groups are various subgroups, each driven by individual preferences. However, when we focus on their primary needs and demands we are able to meet the majority of their expectations.





# Human Resources and global mobility departments

These people are either qualified HR professionals or have worked in the mobility industry for a long time. What they all have in common, however, is that they want Alfa to a) represent them and do a job that 'makes them look good' and b) free them from the practicalities of managing the mobility process themselves.

## What drives this target group

- Our reputation
- Evidence
- Our core values
- Sustainability
- Reliability

## Focus on

- our full range of services
- references, case studies and reviews

## What they need to know

That Alfa always carries out assignments with the utmost professionalism. If any problems should arise, we are always on hand to resolve the issues and support them. Alfa is their extended arm, ensuring everything goes smoothly and we deliver on our promise.

## Focus on

- our expertise and skilled staff
- proactive communication about our range of services and limitations

## How they feel

This target group is emotionally committed and feels a great personal responsibility to ensure each assignment is managed well. They work closely with their staff and are genuinely interested in the specific details of the process.

## Focus on

- constant communication with updates
- demonstrating our values and transparency

# Personas

This target group persona is a career-driven woman with an academic background. She is relationship-oriented and wants to be liked. She dislikes errors and always wants to deliver good results. She struggles with her conscience that she is perhaps not doing enough. An emotional, value-driven woman who wants to know what is happening and struggles to let go of control.

## Focus on

- our dedication and constant availability as their partner and expert
- a clear scope for the assignment and what the customer can expect





## Main messages

“We know what we’re doing, we’ve been doing this for a long time.”

“We have the widest range of services on the market.”

“Our values guide us throughout every assignment.”

“We are always here for you – every day.”

## Secondary messages

“Our work with sustainability and corporate social responsibility (CSR).” **RESPONSIBILITY**

“We are the Nordic mobility expert, offering both experience and expertise in addition to a comprehensive network of highly respectable contacts.” **RELIABILITY**

“Our certifications, memberships and partnerships are your guarantee.” **PEACE OF MIND**

“We design tailored solutions to meet your specific needs.” **FLEXIBILITY**



# Procurement, purchasers and management

These people are goal-oriented businessmen who do not usually spend a lot of time ordering mobility services. They have a lower emotional connection with their staff and want to see fast, definitive results for the entire business. Staff relocation is purely a means to an end, with the ultimate goal of improving the company, making it more robust and increasing profitability.

## What drives this target group

- References and stability
- Facts, prices and special offers
- Security, licenses and networks
- Expertise, experience and ability
- Simplicity with no grey areas

## Focus on

- what we offer, our range and how we can help
- price, scope and timeline

## What they need to know

That Alfa can meet their needs and demonstrate a track record. They want facts, prices and simplicity in all processes. They appreciate efficiency of services, savings compared to other options and a guarantee that we will deliver on our promise.

## Focus on

- why we are better than the competition
- our knowledge of this industry and that we are best in the Nordics

## How they feel

As purchasing professionals, they appreciate clarity and partners who stay within clear budget limits. They want to win all negotiations and don't have time for long Q&A sessions. They have their list of requirements and want to know exactly what we offer within that scope.

## Focus on

- understanding their needs and designing tailored solutions
- appreciating they are short of time and conveying that we 'speak the same language'

# Personas

This target group persona is a businessman with a financial background/education. He sees dignity in being able to negotiate without focusing on the details. Staff should be relocated quickly and efficiently, with a minimal impact on the company. He isn't interested in emotions, instead basing his decisions on statistics, timelines and expertise. More importantly, he wants to hear how we can meet his needs without any hassle.

## Focus on

- how smooth, flexible and ambitious we are
- our understanding of his situation and despite many competitors, we have the best solution





## Main messages

“One of our clients is... (a prominent customer).”

“You are a priority customer.”

“Our quote is straightforward. You have received our best possible offer, and this is what is included. We will deal with everything for you, hassle-free.”

“We comply with all regulations, legislations and directives; and are happy to answer any questions.” “No problem whatsoever, we can do that. Here are our references...”

## Secondary messages

“Alfa is owned by... This is our background.”

“We process our data and handle security like this...”

“Our certifications and memberships demonstrate our stability and large network of contacts.”

“We have in depth knowledge of the Nordic region, including regulations, contracts and other formalities.”

“Alfa is a one-stop-shop, offering everything you need under one roof.”



# Partners and agents

These people are highly interested in the mobility industry. Usually with a background in supply chain management or related services, or they own a mobility-related business. They enjoy problem-solving and want to know how other people deal with specific situations. They have extensive experience and in-depth knowledge of the industry and are familiar with most of the details. They see Alfa as just another option in their wide network of contacts.

## What drives this target group

- References and stability
- Facts, prices and special offers
- Security, licenses and networks
- Expertise, experience and ability
- Simplicity with no grey areas

## Focus on

- what we offer, our range and how we can help
- price, scope and timeline

## What they need to know

More information about Alfa's role in the bigger scheme of things and how we can contribute with key skills and unique solutions. Customer satisfaction and fast response times are essential to these people. Alfa needs to earn their place at the table, using excellent references, clear facts and evidence of our track record.

## Focus on

- being able to offer the market's most comprehensive range of services
- our extensive knowledge of the Nordic market

## How they feel

Our history and solid market position are essential to this target group, as are our affiliations, organisation memberships and certifications. They appreciate partners who can follow their routines and adapt to other systems. They want to feel that we have the necessary capacity, particularly with regard to warehousing, logistics and personnel, but also the ability and flexibility to be able to scale up.

## Focus on

- our dependability, which we can demonstrate through our FIDI and OMNI memberships
- the seamless process of working with us

# Personas

This target group persona is a mobility industry expert with a somewhat critical eye. He is detail-oriented and enjoys problem-solving. As a result, he is very focused on processes and will only collaborate with partners who can follow his methods and way of thinking. Nevertheless, he does have a big heart and tends to establish long-term relationships based on mutual respect and understanding.

## Focus on

- us being just like them, having the same background and understanding what is required
- our dependability and how customers can rest assured that issues will be resolved and any problems dealt with swiftly





## Main messages

“We know what we’re doing, we’ve been doing it for a long time.”

“No one who knows the Nordic market better than us.”

“We design tailored solutions to meet your specific needs.”

“We follow well-established routines but can easily adapt to other systems.”

“We have the capacity and flexibility for this assignment.”

## Secondary messages

“We are just like you, there’s a mutual respect between us.”

“We are also aware that problems do arise, but we have routines in place to deal with them.”

“We are a reliable partner with high degree of customer satisfaction.”

“We are financially secure and take full responsibility for our part of the process.”

“We are your extended arm within our market and/or geographic area.”



# Private individuals

It is difficult to proactively define this target group, as it covers so many different types of people. But they do have a few things in common. Generally, they all have high expectations, want to feel safe, appreciate value for money and require a lot of attention. Some need our help as their career develops, others are embarking on a completely new life. Some are relocating alone, others are taking their families with them.

## What drives this target group

- Smooth, simple process
- Reliability and dependability
- Value for money
- Our conduct
- Having a local contact

## Focus on

- what is included and how much it costs
- how we manage their process with transparency and respect

## What they need to know

That we know what we're doing because we've done this many, many times before. They want to hear that our previous customers have been satisfied – across all of our business areas. They appreciate being told the exact details of how we're going to help them and that we understand and respect their needs. facts and evidence of our track record.

## Focus on

- our reliability and that we are happy to answer any questions they may have
- our excellent customer service and how we are there to guide them through the whole process

## How they feel

Trust and transparency are essential with this target group, which we establish using facts, figures and references. They want to feel that we are a better choice than the competition. By patiently walking them through the various scenarios, events and potential hurdles of the relocation process, including breakages and insurance, we are further demonstrating our dedication and dependability, while also managing their expectations.

## Focus on

- our professional approach to everything we do and that they are in safe hands
- our FIDI membership, giving them extra security

# Personas

This target group persona is an adventurous, most often young adult male who embraces change and is driven by personal development. He seeks thrills in his everyday life and has high expectations of the world around him. He is confident, curious and wants to be in control of the situation. This is particularly true when investing his own money, although money is not really an issue for him.

## Focus on

- our trustworthiness and how Alfa is in complete control so there will be no unwelcome surprises
- how security, value and care are all included in the price



## Main messages

“We will handle your relocation as if it were our own family.”

“We will be by your side for the entire journey, from start to finish.”

“We have a whole cabinet full of certifications, memberships and affiliations.”

“These are our prices and this is the value we provide and the security you feel.”

“This is what our previous customers have to say about us.”

## Secondary messages

“This is how it all works, step by step.”

“This is what could happen if you use a disreputable business.”

“Did you know that you can apply for the RUT discount in Sweden?”

“We can relocate just you or your entire family.”

“We are environmentally responsible and genuinely care about social values.”





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**From being a Greek  
alphabet symbol to a  
Nordic compass and a  
guide for people on the  
move**



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# Conceptual development

The North Star is the anchor of the northern sky. It is a landmark, or celestial marker, that helps those who follow it determine the direction when it shines brightly to guide and lead toward an intended destination. Across the Nordic countries, the North Star shines.

The North Star (or Pole-Star, or the Latin name Alfa Ursae Minoris) is known for staying almost still in our sky while the entire northern sky moves around it.

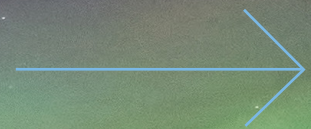
Our inner North Star is our compass and reminds us that we are on a journey guided by values. We are never content with "good enough." We are constantly looking for better.

Conceptually, we use the question What's Your North Star? It is an internationally accepted and metaphorical question meaning What's your mission in life?

Your personal North Star is a fixed destination that you can trust in your life when the world changes around you.

**And that's precisely how Alfa is.**

## What's Your North Star?



The  
Alfa  
brands





What's Your  
North Star?





# ALFA

MOBILITY

What's Your North Star?



# What's Your North Star?







**ALFA**  
MOBILITY







What's Your North Star?







Follow your star





  
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