

# CO-COMMUNICATION WITH NDR 2024



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# CO-COMMUNICATION



## Co-Communication

When we start a new partnership or big project, we collaborate smartly and efficiently for our common communications goals.

### Your NDR contact:

Head of Marketing

Janne Larsen

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janne.larsen@nordicdataresources.com

## Cross-platform publishing

We offer our joint message to be featured & tagged in:

- NDR Blog post(s)
- NDR LinkedIn post(s)
- NDR and IDFree.com websites
- IDFree Insider newsletter
- One-pager pdf with NDR
- NDR online Press Room
- Potentially press release
- Potentially webinar/live Q&A
- Testimonial/Insights (later)

Please feel free to repost and use all or parts of our joint public communication.

## What we ask for

We offer to draft a joint message and incorporate whatever input you have.

We ask for:

- Boilerplate/About you
- USP information in short
- Logo in png/jpeg
- Contact details to the person approving
- Name and title of the person quoted (quote is welcomed)

We guarantee that you have 100% final approval of content.

## Our partnership material

We are happy to provide you with:

- About NDR, pdf
- About NUNT, video
- About IDFree.com, pdf
- Logo & Boilerplate
- 9 USPs, png+pdf
- Infographic, png+pdf
- Quote by NDR General Manager

See more: [nordicdataresources.com](http://nordicdataresources.com)

# SMART COLLABORATION WITH NDR

When we start a new partnership or project, we collaborate smart & efficiently for our common communications goals.

|          |                                                 |                                                                 |
|----------|-------------------------------------------------|-----------------------------------------------------------------|
| <b>S</b> | <b>SERIOUS</b><br>Serious communication         | <b>NDR</b><br>Offers a professional template for the message.   |
| <b>M</b> | <b>MEET</b><br>Meet PR expectations             | <b>NDR</b><br>Offers to prepare quote(s) for approval.          |
| <b>A</b> | <b>ACTIVATE</b><br>Activate across platforms    | <b>NDR</b><br>Offers reuse of our posts on blog, linkedin, etc. |
| <b>R</b> | <b>RELIABLE</b><br>Reliable partner             | <b>NDR</b><br>Guarantees you have final content approval.       |
| <b>T</b> | <b>TRUST-WORTHY</b><br>Trust-worthy co-branding | <b>NDR</b><br>Offers insights-driven co-branding, cliché-free.  |

# ABOUT NDR



## ETHICAL DIGITAL ADVERTISING IN THE NORDICS

**NDR specializes in consumer audience data for the Nordic marketing & advertising landscape.**

We offer pre-built audience segments based on demographics, interests, and behaviours, allowing for targeted advertising campaigns across various digital channels (omnichannel).

NDR leverages public data sources and utilizes a sophisticated geotargeting approach to create these audience segments. Our data is also integrated with Mosaic, a leading consumer classification system.

### **NDR's Partnerships & Recognition**

Since 2021, NDR has been featured on the European Martech Supergraphic, highlighting our significance in the marketing technology industry.

We collaborate with established data providers and publishers globally, acting as a bridge between research insights and campaign activation for digital advertising buyers and sellers.

### **Reaching the Right Audience**

Through these partnerships, NDR empowers companies to gain a deeper understanding of their target audience. We help develop strategies to reach these audiences with tailored messaging across a vast array of digital platforms and media channels.

### **Privacy-Safe Targeting with Insights**

In collaboration with our trusted partners, we continuously identify and address targeting challenges. We ensure privacy compliance while providing valuable audience insights.

### **New Unified Nordic Taxonomy**

Our innovative solution offers a standardized set of privacy-safe data categories, media- and marketing channels. It allows for effortless cross-country campaign execution.

### **Streamlined Campaign Management Across the Nordics**

With the New Unified Nordic Taxonomy, clients can push campaigns across all four Nordic countries simultaneously.