Pickd™

powered by BrandValuator

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AI ranks operators' lower-cost brands above Telia, Tele2, Telenor and Tre

Hallon comes first with Claude and Fello with GPT when Swedish households ask for advice on mobile subscriptions. Telia ranks ninth of ten with Claude and eighth with GPT. Both models also recommended Halebop, a brand Telia stopped selling in June. That is the finding of Pickd, BrandValuator's measurement of which brands AI models recommend.

Pickd asked Claude Sonnet 5.5 and GPT-6 Luna about eleven Swedish mobile brands. The results describe what the AI models say, not what consumers buy.

Three findings

- The alternative brand beats the flagship in all four groups. Fello ranks above Telia, Comviq above Tele2, Vimla above Telenor and Hallon above Tre, with both Claude and GPT.
- Flagship brands lose most when the AI knows the buyer. With a household profile, flagship scores fall about twice as much as alternative-brand scores with Claude, and almost three times as much with GPT.
- The AI recommends a brand that is no longer sold. Telia stopped selling Halebop on 2 June 2026. In October both models still rated Halebop around 6 out of 10, and none of 150 answers mentioned the sales stop. Halebop is therefore excluded from the ranking.

What it could mean

The AI models distinguish between an operator's brands even when they share the same network. That makes visible how flagship and alternative brands are perceived, something group-level market shares cannot show. The measurement does not show why the models prefer a given brand.

How the measurement works

Each brand was rated separately from 0 to 10, in fresh conversations without web search. Questions were asked in three settings: with no information about the buyer, with the household described in the question, and with a known buyer profile. Six Swedish household types were weighted according to Statistics Sweden. Each question was repeated five times, 825 prompts per model in total. Measured on 21 October 2026. Market shares in the graphic are operator-group shares from PTS (2025), not brand shares.

About Pickd and BrandValuator

Pickd™ is a recurring measurement of which brands AI models recommend. The ranking is free to share; detailed reports are available by subscription. Pickd is powered by BrandValuator and is independent of Anthropic, OpenAI and the ranked companies.

Pickd: brandvaluator.se/pickd/se/mobile/2026-10

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