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Audumbla recruits top executives from Carat

Audumbla Communication Group AB is to establish the media agency Audumbla Bizkit, a company intended for media strategy consultancy. Audumbla has recruited Johan Eidmann, CEO of Carat Sweden and Peter Arnesson, CEO of Carat Interactive, two of the top media strategists in Sweden as regards TV and new media. Audumbla Bizkit will be working with media strategy consultancy, thus constituting an important part of the Group's complete range of services.

Audumbla Bizkit's task is to help its clients to optimise the return on their media investments – from initial strategy to final implementation. Advertisements and the media through which they are transmitted are determined by the clients' business – sales, for example. In-depth analysis of the factors that affect the customer's decision to purchase can be used to influence the choice of medium used to communicate the advertisement. Medium space is then purchased via both tried and tested and new methods. As an example, partnerships or alliances can be set up with selected media. This can generate high profits for the clients, creating more space, more efficient marketing and, ultimately, increased sales.

Audumbla Bizkit will be working with the other agencies within the Group, and will also be dealing with its own, independent assignments. Audumbla Bizkit will only work with assignments that combine strategy and implementation. The company will therefore not be taking on pure communication assignments. The primary source of income for the agency will be consultancy. Clients will receive direct access to Audumbla Bizkit's senior consultant competencies. From the very start, Audumbla Bizkit will be using the very latest technology to minimise the need for administrative support functions, which often account for a sizeable proportion of the organisations of conventional media communicators.

"An important section of Audumbla's complete range of integrated communication solutions is now in place, and we are very pleased to be able to welcome Johan and Peter on board. Audumbla Bizkit's business concept is adapted to the demands of our customers and our goal is to make Audumbla Bizkit the most attractive media strategy partner in the market," explains Nils Tunebjer, President of the Audumbla Group.

Audumbla Communication Group operates within the business areas of *Strategy, Communication* and *Interactive*, which together provide skills and expertise within strategy development, PR, advertising, CRM and digital communication.

Audumbla elucidates and refines the client's existing business strategies by making them communicable in one unified brand image. This is then implemented in all relevant communication channels for maximal competitiveness. Audumbla has several of Sweden's leading communication consultants among its staff. Our clients have Sweden, Scandinavia and Europe as their home market. Audumbla was founded in autumn 1998. Today, the company has around 200 employees within the Audumbla Communication Group in Stockholm, Gävle, Norrköping and Öresund. The Group comprises Audumbla Academy, Audumbla Bizkit, Audumbla Digger, Audumbla Pilots, Audumbla Vega, Audumbla Wide Interactive Advertising, Audumbla Wide Community, Audumbla Wide Inspiration, Gadd, Garbergs, Hunkydory, Schüllerquist, Spider Relations and Tattoo PR.
www.audumbla.se

“Audumbla is the ideal partner for us, and for what we want to achieve. Together with the Group’s specialists in the different fields of communication, we have excellent conditions for becoming the preferred partner in the market for media strategy consultancy,” says Johan Eidmann, the coming CEO of Audumbla Bizkit.

For additional information, please contact:

Johan Eidmann, tel. +46 70-587 74 04

Peter Arnesson, tel. +46 70-663 60 75

Nils Tunebjer, CEO and Group President. Tel. +46 709-62 96 29