

Press release 2001-03-15

## **Audumbla establishes digital DM and CRM agency**

**The Audumbla Communication Group AB is now to establish Audumbla Vega, which will provide services in the field of digital direct communication, i.e. DM and CRM via the Internet, e-mail and other digital channels. With Audumbla Vega and GADD under the same roof, Audumbla now commands the most comprehensive range of DM and CRM services in Sweden. The new company will start operations in March.**

Audumbla Vega will join Audumbla's "Interactive" business area and will be run by Andrea Urban (CEO) and Cia Wiberg who joins the company from Ogilvy Interactive. The aim is to create optimal interaction between the different channels that are best suited to DM and CRM, thus maximising return for the customers. Audumbla Vega will be working closely with Gadd and with the other companies within the Group. This means that we can offer our customers a single, tailor-made working group and a single partner – as opposed to the previous structure which involved a number of different players.

"Audumbla Vega unites digital competencies and Audumbla's communication specialists – primarily in the fields of direct marketing and relation marketing. The digital media is very well suited to interaction between sender and receiver and in future, this form of communication will become increasingly sophisticated – and that is where we come in," explains Andrea Urban, CEO of Audumbla Vega.

"With the establishment of Audumbla Vega, we are adding digital competence as an important part of our range of DM and CRM services. We are taking the holistic approach, and offering our customers a contact interface for communication via all channels in which DM will come to play an increasingly important role. We have observed a clear demand for this in the market," states Nils Tunebjer, CEO of Audumbla.

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**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](http://www.audumbla.se)

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