

## **MEDIA RELEASE**

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# **Swiss Marketers Journey to Sweden to Explore Scandinavian Digital Success**

**The Swiss Chapter of the International Advertising Agency (IAA) recently travelled to Stockholm to get first-hand experience of how Swedish companies are applying internationally recognized design and web expertise to brands – and realizing global success.**

"Swedish web know-how and increasingly innovative use of digital platforms are fast rivaling Sweden's well-established reputation for design. Our visit seeks to get a flavor of how our Swedish counterparts are using digital tools to reach new audiences," says Dr. Daniel Hofer, president of the Swiss Chapter of the IAA.

"Both Sweden and Switzerland have small domestic markets that have been forced to reach out and become internationally focused for many years," explains David Gray, CEO, Open Communications.

Discussion topics included how Swedes tend to be early adopters of new technologies, partly due to the high penetration of mobile broadband and the density of computers in homes, adds Gray.

The series of events that Open Communications helped organize in conjunction with the IAA, began with Swedish daily Dagens Nyheter, for a meeting with the paper's head of international marketing. The tour continued with a visit to one of Sweden's leading advertising agencies, Lowe Brindfors; an agency increasingly working with design and digital competencies.

The itinerary also included a presentation from Klaus Winell from Winell & Co, an agency that specializes in creating engaging and informative video content. The tour concluded with a wine and cheese reception hosted by Open in Stockholm's Old Town, where the Swiss IAA members met key figures from the Stockholm business and communications scene.

*Open Communications is a strategic international marketing communications agency that helps clients sell their products and services abroad. Call us anytime on +46 8 31 36 20, or visit our web site at [www.open.se](http://www.open.se), and check out our Twitter account at [https://twitter.com/OpenComm\\_twitt](https://twitter.com/OpenComm_twitt).*

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