

2006-01-10

FROST - joint web initiative from Adera and Admire

Frost New Media Agency is the name of the new web agency created when the two Göteborg-based advertising agencies, Adera and Admire, now combine their web operations. From the start, the new company consists of 13 employees with an estimated annual turnover of 13 MSEK.

Outside of the collaboration within Frost's framework, Adera Kommunikation and Admire will continue to run their respective advertising operations in competition with one another. The Managing Director for Frost is Roger Brovik, who has managed Adera's web operation in Göteborg since 1999.

- The merger gives us muscle to fight for larger and more qualified assignments, says Roger Brovik. I believe that the combination of system expertise and core competence in design, multimedia, flash and 3D makes us a highly attractive alternative for companies and organisations that feel that they are now ready to take the next step when it comes to taking advantage of the opportunities that the Internet and other new technologies offer.

Aiming to grow

The target for Frost is growth. Within one year, the company expects to double both turnover and number of employees. Among Admire/Adera's existing clients on the web side are a number of companies within the Volvo Group, Trelleborg, Mölnlycke Health Care, SIBA, Computer City, BRIO Lek och Lär, Finnveden, Willys, NHV, Göteborg University's School of Business - as well as a number of advertising agencies that lack their own web competence. Assignments include everything from corporate websites and flash-based campaign sites to the introduction of e-commerce system, CM tools, publishing databases and others.

For more information, contact:

Roger Brovik, Managing Director Frost 031-701 67 57

Marcus Sintorn, Managing Director Admire 031-744 07 20

Susanne Johansson, Managing Director Adera Kommunikation 031-701 67 09

Rolf Jansson, Chairman Adera 0705-72 72 02