

June 10, 2014 – New York

Once again time has gone by quickly. This half way point also has another meaning; it's time for the 2014 half-year report for 3Kronor Stockholm.

If we try to sum up the first half of this year, we can say that it has been filled with innovation, energy and major business development success. 3Kronor has clearly embarked on a pioneering global journey. A journey together with clients, partners and employees. Their decisions and paths will continue to be both uniquely strategic and tactical, with complete focus on results. Impact is their key word and path leader.

For 2014, 3Kronor believes that

- 1) Digital techniques will continue to characterize digital investments in a greater manner, for which 3Kronor is expertly staffed to provide.
- 2) Creation and handling of real and transparent content will build our company's brand's relevancy in the right channels.
- 3) Digital presence will be just as much about the creation of custom designed services and functions as client dialogue.
- 4) Mobile producing leader: advertising films, stories, clips and other media avenues. The opportunity to showcase our films will get bigger through paid-for space of our own channels.

3Kronor has provided many answers to complex client and new business pitch questions, a few that included:

- How much companies win by choosing programmatic buying instead of traditional advertising?
- How should companies adapt to an increased amount of web surfing on mobile devices?
- How can companies use the power behind big data to make better decisions?
- How do you customize content that fits in with new consumption patterns?
- How companies can work to make their business models sustainable in the long run?

3Kronor is now in its seventh year. Every year has been a journey in itself. Knowledge and experience. Well respected industry experts. Client bravery and marketing passion. Curiosity. Relationships.

3Kronor's new webpage, new logo (see below) and new email address symbolize the steps they are taking as they move forward on their innovative path.

It is 3Kronor's mantra to continue with tried and true ways while complementing actions with new and game changing ideas. They are heading into the future by strengthening what they believe in. Communication; in a strategic way.



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