



***For Immediate Release***

## **Communications Agency 3Kronor Wins Major Client**

*STOCKHOLM, SE (United Communications Partners) May 12, 2015* “We are proud to announce that this past week that the foremost hardware company in the world has joined the 3Kronor Communications Stockholm client roster”, so says Niclas Fröberg, CEO of UCP and Chairman/Founder of 3Kronor. After much competition among other media agencies, presentations and meetings, 3Kronor was selected to work on a range of media campaigns for **Clas Ohlson**, a Swedish Hardware Store and mail order company.



According to Marketing Manager Sema Schmidt of Clas Ohlson, “We have chosen to work with 3Kronor. 3Kronor is a performance based agency within media that in a good way meets the needs we have today, a dedicated and passionate team that would work closely with us in the forefront of digital technology, utilizing programmatic and search, as well as employing their top media skills and experience in other important media channels for us.” In addition, Ms. Schmidt states that, “3Kronor will now be the media agency of record (AOR) in all areas for Clas Ohlson” an announcement we at 3Kronor are very proud of.

Sema Schmidt goes on to say that, “we always work continuously to evaluate new and optimized media channels. What exactly this new partnership means for precise adjustments remains to be seen, but definitely, it may be that we evaluate new media methods that 3Kronor has available to implement, starting sometime this Fall, when we should see the first results of the cooperation with our new agency, 3Kronor.”

Since 1918, Clas Ohlson has been specializing in the sale of hardware, home, leisure, electrical and multimedia products. It is one of the biggest of its type in Scandinavia with over 180 Clas Ohlson stores. Stores also exist in Norway, Finland, UK and UAE.

You can read more at: <http://www.clasohlson.com/uk/> and at:

<http://www.dagensmedia.se/nyheter/byraer/article3907580.ece#.VVINukUdGZs.facebook>  
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## About United Communications Partners

United Communications Partners (UCP) is a leading Nordic Region communication's group listed on the OTC Markets under the symbol UCPA. We are comprised of award winning innovative full service media agencies located in the Nordics. With the client's needs always top of mind, UCP's mission is to grow our client's business exponentially, utilizing cautious strategy, smart client development and expert advice. The core of our expertise exists within our pioneering performance based marketing, advanced digital capabilities, prominent business expansion success and creative deal structuring for our clients.

## About 3Kronor – Stockholm, Sweden

3Kronor Stockholm is a part of United Communications Partners (UCP) corporate umbrella and is a member of the Columbus Media International Network. Founded in 2007, 3Kronor operates as a new type of media agency. We build excellence in everything from television and display to direct response and online media. Our major clients make us experts in quality assurance. Our smaller scale clients nourish our entrepreneurship. We care about our relationships. We have won great prizes. Best Media Agency 2010, 2011 and in 2013. 3Kronor combine knowledge of technology with a flair for communication. We are focused on results. We are curious and driven to seek out what's new and always evaluate the best outcomes. We question conventional wisdom and create success. In the end, we want to be your business partner.

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