



***For Immediate Release***

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**Leading Director of Programmatic Marketing to Join 3Kronor-Stockholm**

*STOCKHOLM, SE (United Communications Partners) June 12, 2015.....* Effective this week, Emma Grönlund, a top notch leader in Programmatic Marketing, will be joining 3Kronor – Stockholm, the recent Award Winning Agency of the Year for 2015. Ms. Grönlund brings to 3Kronor key business experience necessary for future growth.



To get a better understanding of Ms. Grönlund’s role at 3Kronor, we asked Emma what goals she has for working at 3Kronor?

She responded by saying that: “Her first priority is to develop Programmatic buying so that it becomes a more natural component of total media buying strategies. Further, she envisions it making a substantial difference in the creation of results for the advertisers. How that’s done, she says, is by really leveraging the strengths that programmatic has over traditional media buying”.

Emma then went on to elaborate on her thoughts about programmatic buying.

“Programmatic has been a buzz word for a long time but it is only in the beginning of its potential in Scandinavia. We will see a huge growth in 2015 and 2016 as more and more inventory is shifted towards programmatic. Strategies will need to be redefined from the early stages of programmatic development in Scandinavia. We will also see traditional media being part of automatic trading and for these new areas strategies will need to be defined from scratch”.

When asked for a comment, CEO and Founding member of 3Kronor, Niclas Fröberg said, “The embrace of programmatic ad-buying tools is fueling a dramatic uptick in the share of digital ads sold through programmatic platforms, particularly those focused on real-time bidding or RTB. Having Emma on board will only strengthen our current prominence in the digital marketing world.”

#### 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, 2013 and 2015.** 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.

#### 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.

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