

Atlas Copco nominated in two categories in Sweden's most prestigious communication competition

On October 20th it was announced that Atlas Copco Underground Rock Excavation division is nominated in two categories in Sweden's most prestigious communication competition "100 wattaren". –"A confirmation on the great work we have done during this and last year" says Hanna Knutsson, Global Communication and Brand Manager.

The competition called 100-wattaren is the most prestigious communication competition in Sweden, and is rewarding activities with proven effect through high creativity. Atlas Copco Underground Rock Excavation is nominated for the campaign "Simba S7 Trick Shot – Experience Game Changing Precision" in the categories B2B and International. The campaign features a Simba S7 performing the pool trick shot "Butterfly" in a mine underneath Stockholm, Sweden.

The butterfly shot is one of the hardest one to perform, and requires a high level of precision. The objective is to pocket six balls in six pockets with one stroke of the cue. *"The launch was special for us in two ways: We had the chance to show a machine we're proud of, but also to take the opportunity to do it in a new way. With the right communication we can trigger the emotional aspect of a purchase"*, Hanna Knutsson says.

"The winning concept is the combination of the long since developed control system RCS, the integrated angle instrument and the automated software options", Mikael Larslin, Product Manager for Simba S7, says.

The shot was recorded 42 meters below Atlas Copco's headquarters outside Stockholm, Sweden, in the beginning of 2016, and the trick is shot in one single take to be able to show the authenticity of the performance. *"It was a tense moment during the first attempt."* Marcus Blomqvist, Project Manager says, and continues *"and the atmosphere was amazing when we succeeded."*

The prize giving will be on November 25, and Atlas Copco has the possibility to win 50, 75 or 100 watt in two categories. Read more about the competition at 100wattaren.se.

Trick shot: https://www.youtube.com/watch?v=-MUdC7ou2_c

Behind the scenes: <https://www.youtube.com/watch?v=DMlxx12u9YA>

Website: <http://simbas7.com>

Multimedia gallery:

<http://multimedia.atlascopco.com/sharesearchentry.jsp?q=simba+s7+campaign>

Project team

Atlas Copco Underground Rock Excavation

Lars Senf, General Manager Sweden (former Vice President Marketing)

Mikael Larslin, Product Manager Simba S7

Hanna Knutsson, Global Communication and Brand Manager

Marcus Blomqvist, Project Manager

Marina Östman, Project Manager

Agency: GRAVIZ

Production Company: The Producers

The competition 100-wattaren honors advertising campaigns that have generated quantifiable results. It recognizes Swedish-produced or adapted campaigns, published domestically or internationally.

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Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. Atlas Copco develops products and services focused on productivity, energy efficiency, safety and ergonomics. The company was founded in 1873, is based in Stockholm, Sweden, and has a global reach spanning more than 180 countries. In 2015, Atlas Copco had revenues of BSEK 102 (BEUR 11) and more than 43 000 employees. Learn more at www.atlascopcogroup.com.

Underground Rock Excavation is a division within Atlas Copco's Mining and Rock Excavation Technique business area. It develops, manufactures, and markets a wide range of tunneling and mining equipment for various underground applications worldwide. Atlas Copco's strong focus on innovative product design and service support systems gives added customer value. The divisional headquarters and main production center are in Sweden.