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PRESS RELEASE

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Nordlo steps up with new communications concept highlighting invisible IT

With the concept ‘An entirely ordinary day’, IT company Nordlo is launching a new communications platform while increasing its marketing efforts in Sweden and Norway. The concept has been developed in collaboration with the Swedish agency Henson.

“The core message of the campaign is that ‘the best IT solution is the one you don’t notice’. We will almost double our investment in advertising during 2026”, says Caroline Peterson-Ullstrand, CMO and CCO at Nordlo.

Since its founding in 2018, Nordlo has grown into one of Sweden’s largest IT partners. However, awareness in the broader market remains relatively low. The concept ‘An entirely ordinary day – with an exceptionally committed IT partner’ is based on the insight that IT works best when it goes unnoticed, placing customers’ day-to-day operations at the centre.

“Nordlo is the most committed partner, ensuring that IT works and is optimised for each organisation. When technology runs smoothly in the background, our customers can focus on their work without disruption. That is the feeling we want to capture in our communication”, says Caroline Peterson-Ullstrand.

A number of analyses among both customers and employees show that the company holds a strong position, with some of the most satisfied customers in the industry and high employee satisfaction. The concept has been developed together with the creative agency Henson. The ambition has been to create a long-term platform that can be used throughout the entire customer journey.

“The IT industry tends to communicate in a technical and uniform way. In our work with Nordlo, we instead wanted to highlight what well-functioning IT actually enables in customers’ everyday operations. The perspective shifts from the technology to the business and the people who use it”, says Fanny Lövbom, strategist and partner at Henson.

Digital focus and significantly increased advertising investment

The launch will take place in spring 2026 and will be visible across several channels, including digital video, social media, outdoor advertising, and business and trade media in Sweden and Norway. Nordlo is also increasing its focus on video content and podcast sponsorships, including within Sweden’s leading financial newspaper Dagens industri’s podcast network.



Top row, from left: Caroline Peterson-Ullstrand, Susanne Sharpe. Bottom row, from left: Pernilla Näslund, Hanna Lindberg, Andrea Sjögren Karlsson.

Nordlo is one of the leading providers of cloud and infrastructure services in the Nordic region. The company offer scalable operational solutions, managed services and full outsourcing of IT and digitalisation services to companies and public sector organisations. Through close cooperation and sustainable choices of innovative technology, Nordlo help customers strengthen their competitiveness and drive digitalisation forward. Nordlo has a turnover of SEK 2.5 billion and approximately 1000 employees at locations throughout Sweden and large parts of Norway. nordlo.com/en

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“We measure success, among other things, through share of search, where we have seen Nordlo increase by more than 20 per cent over the past year alone”, says Caroline Peterson-Ullstrand.

This initiative forms part of a broader market push, with the company increasing its marketing investments over the year.

“We will become more visible going forward and are almost doubling our advertising. The goal is to reach more potential customers and employees, while also strengthening the perception of Nordlo as a partner that understands customers’ businesses and helps them develop”, says Caroline Peterson-Ullstrand.

Nordlo project team

- Caroline Peterson-Ullstrand: Chief Marketing & Communication Officer
- Andrea Sjögren Karlsson: Content Manager
- Susanne Sharpe: Marketing & Communications Manager
- Pernilla Näslund: Marketing & Communication Manager, National & City business area
- Hanna Lindberg: Marketing & Communication Manager, Regional Sweden business area
- Kristiane Ekrheim: Marketing & Communication Manager, Regional Norway business area
- Johanna Werner: Web Manager

Henson project team

- Fanny Lövbom, Client Lead Strategist
- Sofia Hedenström, Digital Specialist
- Olov Antonsson, Copywriter
- Ina Nederstedt, Project Manager and Strategist
- Emma Waleij, Art Director

About Henson

[Henson](#) is a full-service agency with offices in Umeå and Skellefteå and clients across Sweden. Its offering combines strategy, creativity and production, with a particular focus on creating communication that works both in practice and over time.

For more information:

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