

Press release, 4 September 2019

INTERNATIONAL ACCLAIM FOR SEMCON DIVERSITY CAMPAIGN

The Semcon campaign **Add Perspectives**, which emphasises the importance of encouraging more women to join the tech industry, has been nominated in two international competitions. When the European Diversity Awards announced their shortlist today, Semcon is nominated for both the **Marketing Campaign of the Year** title, as well as **Diversity Team of the Year**. The campaign is also the only Swedish nominee for a “top award” in **Content Markering Awards**.

“This is proof positive that we’re working at a high international level. When it comes down to it, we have to understand what people need – all kinds of people. If we don’t see the problems, we can’t look for the solutions. That’s why equal opportunities are crucial when it comes to both effective innovation and communication,” says Per Nilsson, Corporate Communication and Marketing Director at Semcon.

In the Add Perspectives campaign Semcon asked the general public for products that could work better for women. No fewer than 550 suggestions were received in just a couple of weeks, naming everything from large batteries for drills to awkward towbars. A team of women at Semcon devised a new solution for the latter problem – towbars have remained the same since 1932. The team spent a couple of months coming up with a smart automatic concept where the driver does not even need to leave the car to connect a trailer. A better solution for everyone – regardless gender.

The women behind Add Perspectives have now been nominated for the European Diversity Awards, in the **Diversity Team of the Year** category. Semcon is also nominated for **Marketing Campaign of the Year** in the same competition. The European Diversity Awards recognise organisations and individuals demonstrating innovation, creativity and commitment to issues relating to equal opportunities, diversity and inclusion in Europe. The winners will be announced at a gala in London on 14 November.

“We usually work with men on various projects. Working as part of an all-women team was unusual and exciting, and it was obvious that something happened. We approached problems in a different way, from other perspectives. The solution itself is smart, but probably the biggest difference was our understanding of what our target group needs and how it behaves,” says Sofie Askenbom, digital

Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2100 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2018, the Group reported annual sales of SEK 1.8 billion. Read more on semcon.com

developer at Semcon and project manager for the innovation team during the campaign.

The campaign won gold in two categories in the Swedish Content Awards last spring, and is top finalist for the CMA International Content Marketing Awards, the biggest competition of its kind in the world, for the best campaign. The awards ceremony is held later tonight in Cleveland, Ohio, and Semcon is the only Swedish entry to be top finalist for one of the most prestigious “top awards”.

[Find out more about Add Perspectives.](#)

[Find out more about European Diversity Awards.](#)

[Find out more about Content Marketing Awards.](#)

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