

BRANDED

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New influencer agency connects international brands with Nordic consumers

Swedish agency Branded creates measurable collaborations between brands and influencers across the Nordics. The agency has just opened offices in Gothenburg and the U.S. and is already working with several well-known brands.

"Our clients can see exactly where every penny goes and what results it delivers," says Delli Holmblad, CEO of Branded.

Branded is a newly launched influencer and affiliate agency with deep industry experience, now aiming to increase transparency and measurability in the sector. The CEO, Delli Holmblad, previously served as Head of Marketing for External Communication at Jollyroom and as Head of Digital Communication at Ellos.

"The influencer marketing industry continues to grow steadily, while at the same time there are increasing demands for transparency, measurability and ROI."

Branded's co-owners include the founders of distribution and marketing agency IBP Scandinavia, who have worked with Delli Holmblad and influencer marketing for several years. Together, they have executed hundreds of campaigns over the years.

"Influencer marketing has been one of our absolute top-performing marketing channels, and we believe it can grow significantly under its own brand," says Said Saharkhiz, CEO of IBP Scandinavia and co-owner of Branded.

"The results from our brand collaborations over the past two years prove that Branded's methodology works and is in demand in the market. Continuing to work together was a no-brainer," adds Behzad Rahimi, Head of Sales at IBP Scandinavia and co-owner of Branded.

The agency aims to work broadly with a wide range of brands, primarily in the B2C sector, and to match them with the right profiles – whether micro, mid-tier, macro, or A-list influencers.

"We've seen the immense potential in working strategically with influencers and affiliates, especially in the B2C space. With our strong and established Nordic network, we can match the right profiles with the right brands," says Delli Holmblad.

Today, Branded works with brands such as Baby Brezza, Uppababy, Owlet, Parfym.se, and Gridelli, and is in ongoing discussions with other companies aiming to grow in the Nordic market.

"Our methodology is data-driven and optimized for impact, but we never forget the human perspective. We see every campaign as a chance to build something bigger than just reach – it's about trust, transparency, and results," says Delli Holmblad, CEO of Branded.

[Read more about Branded.](#)

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