

HiQ wins new advertising agency agreement

HiQ wins a new framework agreement within advertising and brand communication for a Nordic automotive manufacturer.

"This type of marketing-oriented assignment is a clear indication of how the breadth of our offer makes us a key strategic partner for those companies that are determined to be frontrunners in today's technology-intensive world," says Lars Stugemo, CEO and President of HiQ.

The agreement enables HiQ to deliver services and competencies in marketing-related issues on both a tactical and a strategic level.

"This is terrifically good news! The fact that a major player in the automotive industry chooses HiQ as its communication agency is an excellent example of what is happening in the sector. Brand-building today and going forward needs to be a seamless collaboration between marketing, product development and IT. This is true both internally within the companies concerned and between their partners – and it's a development that is fully in line with the way that we at HiQ is evolving our offer," says Erik Ridman, Head of Communications at HiQ.

HiQ currently have some one hundred specialists who liaise directly with the marketing departments, and this is an area which is expanding rapidly.

For more information, please contact:

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