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DigiPlex Shortlisted for 10th Marketing Award in 2018

DigiPlex is pleased to announce that its Chief Strategy and Marketing & Communications Officer, Fredrik Jansson, has been named a finalist for the global B2B Marketer of the Year award, as chosen by the international marketing publication, The Drum.

“Fredrik has been instrumental in helping us communicate the strategic advantages of our cool, clean and efficient data centers for an increasingly cost, power and carbon-conscious world” says Gisle M. Eckhoff, CEO of DigiPlex. “This latest endorsement reflects strongly on the strategy Fredrik has implemented and the work of his whole team, of whom we are all extremely proud.”

DigiPlex has, in the past two years, undertaken a major uplift in its global strategic marketing and communications, headed by Fredrik. This has included the introduction of new brand identity, new messaging strategy and communication initiatives with a renewed channel strategy. As a result of these efforts, DigiPlex was able to recently announce it is now the most-recognized data centre brand amongst the Nordic C-Suite.

“I am honoured to be a finalist for the prestigious Drum B2B Marketer of the Year Award and extremely proud that our marketing and communications efforts are being recognised at the international level” says Fredrik Jansson. My all-star team at DigiPlex and I will continue to present a strong voice for a green and energy-efficient future and challenge conventional thinking around data centres through our marketing and communication efforts.”

This latest announcement follows a series of significant award milestones for DigiPlex in 2018 alone. In June, Fredrik was named the first **“Marketer of the Year”** at the Datacloud Europe Awards. Additionally, DigiPlex’ has recently been finalists for **“Best Marketing Team”** and **“Best Marketing Campaign”** at Global Carrier Awards, **“Best In-House Marketing Team”** at Computing's Tech Marketing & Innovation Awards, **“B2B Brand Team of the Year”** at the Drum marketing awards, **“Best Integrated Campaign”** & **“In-House Client Team”** at the

Drum Social Media awards and “B2B Brand Team of the Year” at B2B Marketing awards.

The Drum B2B Brave awards will be held in New York on 15 November 2018.

For more information please contact:

Elisabeth Lennhede, Head of Communications, DigiPlex
elisabeth.lennhede@digiplex.com, +46 70 33 22 705

DigiPlex designs, builds and operates data centres in the Nordics. The company specialises in delivering best-in-class services to its customers by delivering tailored, secure and resilient environments with the highest possible availability. As a result, DigiPlex is trusted by public and private customers alike – including security sensitive organisations such as government and financial institutions. All DigiPlex data centres consume only electricity produced from sustainable sources.

[Read more on www.digiplex.com](http://www.digiplex.com)