

## Tullbergs Communication Agency

Tullbergs Communication Agency offer expertise and qualified services in the areas of strategic communication, branding and the production of information and marketing material. We manage projects from the idea through to realisation, using the most efficient and effective production method. Our mission is "creating value through communication". Tullbergs was established in 1994. We have over the years forged durable relationships with a number of clients.

Our office is at Hornsgatan, in the centre of Stockholm.

We are 18 collaborators in the company: communication-consultants, project-managers, production-leaders, art directors, graphic designers, a corporate storyteller, a pr-consultant, and an illustrator.

We focus on:

- Larger companies
- Organisations and authorities
- Culture institutions

### Contacts

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### Collaborators at Tullbergs Communication Agency

Torsten Tullberg – communication consultant, CEO  
Stefan Giesecke – project manager  
Matts Heijbel – corporate storyteller  
Pia Hall – copy,  
Johanna Garpe – culture-, project manager  
Göran Nordqvist – copy  
Marianne Engblom – graphic designer  
Sven Ljung – graphic designer  
Andrea Sjöström – illustrator

Tomas Tullberg – project manager  
Susanne Samuelsson – brand-consultant  
Marie Holhammar – pr-consultant, copy  
Lotta Nylander – copy  
Anders Rinman – art director  
Monika Moravcsik – graphic designer  
Norbert Tamas – art director  
Eva Karlsson – graphic designer  
AnnaKarin Sandström – event producer

## Strategic communication

Creativity and ideas ensure that Tullbergs are in the position to offer the best strategic and action-orientated solutions in the field of communication for each and every customer. Our goal is to improve brand equity and business opportunities for our clients by using various methods in order to create attention, understanding and commitment. We assist our clients develop their trademarks to improve results.

### **ADVISORY SERVICES.**

Tullbergs communication-consultants are often advisers in strategic communication matters. We analyse and advise on the current profile and corporate identity of our clients and elucidate the identity of an organisation by strengthening their brands or trademarks. Based on an analysis of the client's situation and needs, a strategy is outlined for further work on market positioning and marketing.

### **STRATEGIES AND COMMUNICATION-PLATFORMS.**

We develop communication-platforms and plans for future communication activities. We specify goals and communication-strategies, define target groups and draw up solution proposals. We work closely with the client and it is most important that strategy-documents are easy to transform in to hands-on action. Our role can vary, from providing an impartial second opinion to acting as facilitators or taking a turnkey responsibility for developing and implementing an overall communication strategy.

### **DEVELOPING TRADEMARKS AND BRANDS.**

We have our own method to create trademark platforms. We identify what is unique and what distinguishes one company from another, and then formulate a message that will interest and attract target groups. We carry out approximately three trademark platform commissions every year.

### **STRATEGIC CONCEPTS FOR ADVERTISING CAMPAIGNS.**

We develop concepts for advertising-campaigns based on creative ideas, which will facilitate for the customer to reach his goals.

### **LOGOTYPES AND PROGRAMS FOR GRAPHIC DESIGN.**

We create logotypes, profile programmes and graphic manuals.

### **COPY AND CORPORATE STORYTELLING.**

We develop strategic copy for advertising-campaigns etc. For some assignments we include corporate storytelling to strengthen the company's brand and identity.

### **PUBLIC RELATIONS.**

We have a senior PR-consultant who develops PR-strategies. We assist clients in formulating and developing messages and arguments, media-relations, media-training, etc

# Production of material for information and marketing

After completing the strategic assignments, we also take care of the realization and the production of the material necessary for information and marketing.

Apart from our own collaborators we have a qualified network of photographers, illustrators and printing offices. This means that we can handle the entire production of client material for information and marketing.

## **ADVERTISING CAMPAIGNS.**

We handle the launching of campaigns and have produced material for a number of large advertising drives. Our assignments have included everything from concepts and identification of target groups to the production of material for indoor as well as outdoor marketing, ads in the underground, on buses and posters, advertisements, signs as well as ads at wastepaper litter-bins etc.

## **MATERIAL FOR INFORMATION AND MARKETING.**

We help our clients to develop ideas and to implement a variety of marketing activities, information drives and presentation material, graphic design and the production of texts for newspapers, newsletters, leaflets, prospectus, pamphlets, booklets, brochures, posters, and annual reports. You will find that our staff is highly experienced in finding innovative approaches to text-writing, even when the background material is complex.

## **MAGAZINES AND NEWSLETTERS.**

Tullbergs produce newsletters and magazines continuously. We are editors, we create graphic design and take care of the writing.

## **COMMUNICATION TRAINING.**

Tullbergs offers various courses in the field of communication; how to develop your trademark; how to make a marketing plan; Media-training now!

## **EXHIBITIONS AND EVENTS.**

We produce exhibitions, from small corporate presentations to large-scale exhibitions. We do also arrange various events as a part of our marketing assignments.

## **WEB.**

We produce new graphic design and text for homepages and are often engaged as web-editors. We also produce digital newsletters.

## **ILLUSTRATIONS.**

We have our own illustrator who can visualize images in many different ways.

# Completed assignments - examples

## LARGER COMPANIES

Folktandvården  
KF

- Kapp Ahl
- Akademibokhandeln
- Gröna Konsum
- KF Media
- Nordstedts
- Prisma
- Stor & Liten
- City Stormarknad
- Kicks

Lufftartsverket, Bromma Flygplats  
Skärholmen Centrum  
Strömme Tursim och Sjöfart AB  
Vägverket

The National Dental Service  
The Swedish Co-operative Union and Wholesale Society  
Clothing chain  
Bookshop chain  
Supermarket chain  
Media company  
Publisher  
Publisher  
Toys chain  
Electronic chain  
Perfume chain  
The Swedish National Civil Administration, Bromma Airport  
Skärholmen Shopping Mall, one of the biggest in Stockholm  
Tourist agency  
National Road Administration

## ORGANISATIONS

Hantverkarnas Riksorganisation  
JUSEK  
Stockholms Hantverksförening  
Stål och Metallförbundet  
Svensk Industridesign  
Sveriges Informationsförening  
Teknikföretagen

Federation of Master Craftsmen and Small Industries  
Federation of Lawyers  
The Stockholm Craft Association  
The Swedish Steel and Metal Federation  
Swedish Industrial Design  
The Swedish Information Association  
The Federation of Swedish Industries

## AUTHORITIES

Botkyrka kommun  
Huddinge kommun  
Kulturdepartementet  
Regeringskansliet  
Sundbybergs stad  
Stockholm stad  
Stockholm Visitors Board  
Svenska Institutet,  
UD

Botkyrka, Local Authority  
Huddinge, Local Authority  
The Ministry of Culture  
The Swedish Cabinet Office and the Ministries  
Sundbyberg, Local Authority  
Stockholm, Local Authority  
Stockholm Visitors Board  
The Swedish Institute  
The Ministry of Foreign Affairs

## CULTURE ASSIGNMENTS

Aquaria Vattenmuseum  
Grafikens Hus, Mariefred  
Kulturhuset, Stockholm  
Riksantikvarieämbetet  
Läckö Slott  
Livrustkammaren

The Aquaria Water Museum  
The Graphic House, Mariefred  
The Culture House, Stockholm  
The Swedish Central Board of National Heritage  
Läckö Palace  
The Royal Armory