

**SUNRISE**

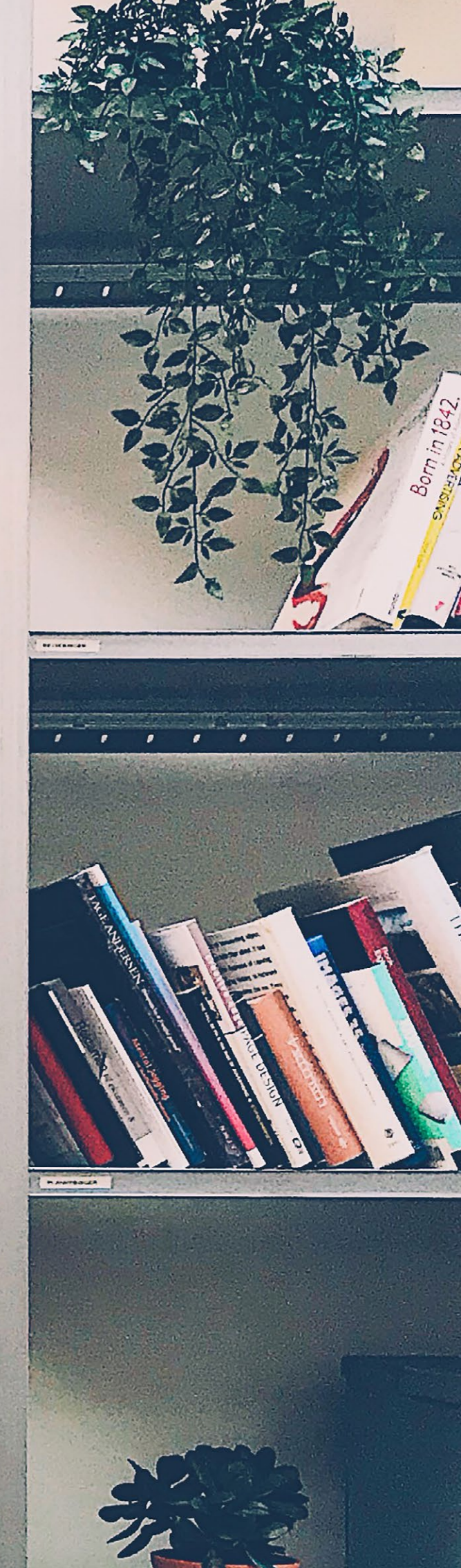
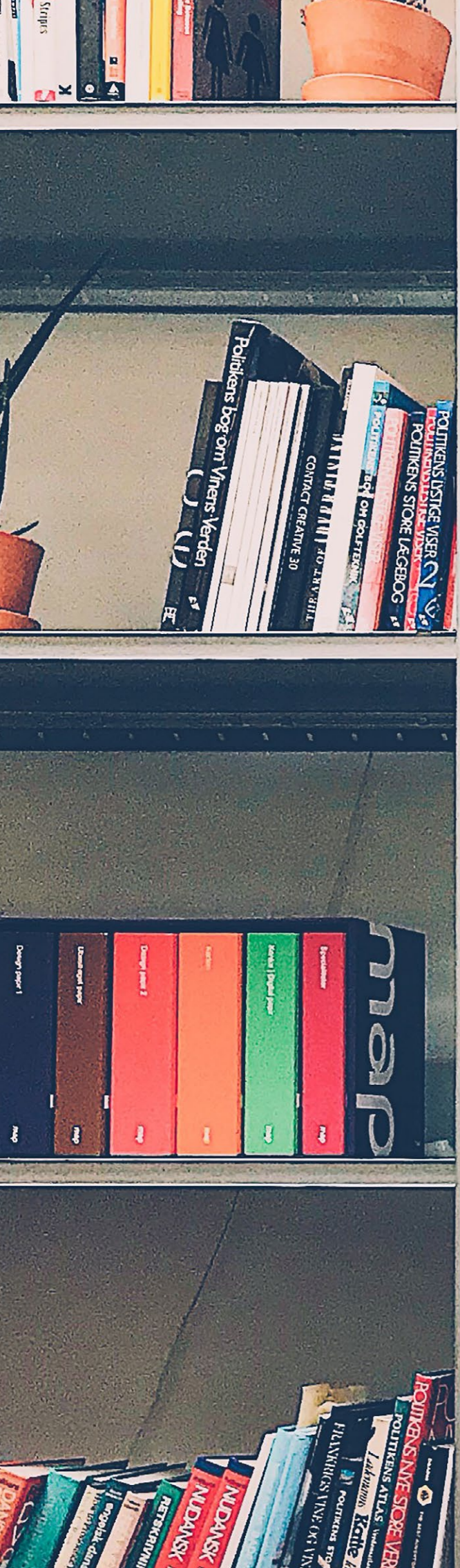
# Elevating Brands and People.

The  
Commercial  
Transition  
Agency

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## Sunrise.

100% independent and privately owned agency. Full service global agency based in Copenhagen working with both B2C & B2B.

## Services.

360-degree marketing  
Digital & CRM  
Consulting  
Social Media  
Advertising  
Design  
Film

## Industries.

70+ clients  
Shipping  
Tech & Manufacturing  
Finance  
Real Estate  
Retail  
Medical & Health  
Lifestyle & Fashion  
Public  
NGO

# The Commercial Transition\* Agency.

\* A transition is by definition, “a change or shift from one state, subject, place, etc. to another”. This is exactly what we do in collaboration with the companies we work with. We bridge sales and marketing to build brands for today and tomorrow – developing lasting partnerships and creative concepts that bring long-term fame.

We help the management of medium-sized companies tie sales and marketing together to fulfil their commercial potential.

# MISSION

To be the preferred partner of companies facing a commercial transition.

VISIONI

We are known for developing lasting partnerships and creative concepts that bring **long-term fame** and success to our clients. Our aim is always to create solutions that make a big impact in the

present, and an even bigger difference for you and your brand in the long run. That's why **we have a very clear purpose...**

Elevating Brands  
and People.



Howwwwe  
can help.



# Consulting

Market Segmentation  
Persona Development  
Brand Analysis  
Brand Image  
Drivers & Barriers  
Customer Journeys  
Customer Insights

Our consulting team can help you transform your marketing with a practical, proven combination of analytics, customer-centric data insights and a test-and-learn approach.

We'll help you make immediate progress and build the internal skills you need to continue delivering the right messages to your customers. We bring a powerful combination of analytics, creativity and business understanding to your organisation's marketing efforts.

# Concept Development

Communication  
Platforms  
Communication  
Concepts  
Product Concepts  
Campaign  
Development  
Advertising  
Film

We develop creative ideas that solve real business problems – and we believe there's a simple formula for doing so. It's called telling the truth. It's going beyond a standard features and benefits list to unearth the emotionally important promises that exist within a brand. We then transform these truths into work that stimulates interest, motivates the target, elevates the numbers, rattles cages and kicks tail.

# Design

Visual Identity  
Logo Design  
Product Design

Design has and always will be a vital part of Sunrise. Surrounding every strong brand is a distinct, uniform, and recognizable visual expression. We can help you translate your brand's DNA and personality into a strong visual identity, ensuring that zesty fifth element that truly reflects and breathes life into your brand.

# Digital

Websites  
Analytics & Optimisation  
Digital Identity  
UX  
UI

We help our clients bring clarity to their customer journeys, defining opportunities that build on an unparalleled end-to-end customer experience. We plan, design, build and deploy digital experiences, products and services, all of which are supported by a roadmap for long-term growth and optimisation.

# Social & Activation

Social Media Strategy  
Social Media Execution  
Paid Social & Content  
Distribution  
Community Management  
Influencer Marketing

Our social team helps brands across various industries with different aspects of social media marketing. By deploying results-driven social strategies, creative and production services, community management, paid social advertising, influencer marketing, and much more, we deliver the social expertise you need for your brand to win.

We strive to provide clients with a carefully planned and bespoke social media marketing strategy that will boost sales, generate new leads and offer the audience exactly what they need.

# CRM & Sales Enablement

Inbound Marketing  
Email Marketing  
Marketing Automation  
Custom Solutions  
Reporting  
CRM

Whether you are looking for CRM, Marketing Automation, Email Flows, or other tools from the Martech stack, we can help you develop the necessary strategy and make sure it is adopted by all relevant stakeholders in your company.

We are proud to be a Diamond Certified HubSpot Partner Agency and a Klaviyo Partner, as these distinctions represent our commitment to helping brands generate leads and achieve tangible results through inbound marketing.





IF YOU CAN'T TELL  
THE DIFFERENCE  
BETWEEN YOUR  
STRATEGY AND  
TACTICS, YOU DON'T  
HAVE A STRATEGY.

# Article: Insist on These Three Steps in Your Company's Marketing Strategy

In 1931, a young boss at P&G wrote a memo that came to form the foundation of modern brand management. Here in 2023, everyone working in sales and marketing would be wise to re-read "the McElroy memo", as the countless digital possibilities present today have blurred views on how to build effective brands and distinctive campaigns.

By 1925, P&G had already created a department for consumer research in order to understand consumer preferences and behaviour. However, McElroy argued that this was not enough. He wanted to move the overall responsibility for brand management from the sales department to the marketing department. According to McElroy, P&G should have a single person responsible for a single brand. This brand manager would be in charge of the brand's storytelling and take on all brand-related activities – from customer and sales analysis, to advertising and packaging design. These ideas would ultimately form the basis for how many companies run their marketing activities to this day.

## **Why is it relevant to read a 90-year-old memo?**

The memo is relevant for two reasons. First, it contains the important insight that brand responsibility must span the entire value-chain – from customer understanding, to strategy development, to implementation. Second, it reminds us of something that many companies forget in the quest for digital optimisation and quick results: that there is one model that always applies when working with marketing. This model is Diagnosis – Strategy – Tactics, and always in that order. At Sunrise we call it INA – Investigate, Navigate & Activate.

## **It is expensive to jump directly to the tactical component**

Many marketing leaders are absorbed by the numerous digital possibilities of today and try to find fast solutions – solutions that may be based on the motto, "We can simply change it because it's digital". New channels, platforms and solutions blend together in a mass offering, the "free" SoMe channels are always at hand, and you can feel the need to take a position on everything available at all times. Shouldn't we be on TikTok? What do we do with AI? And what about Salesforce – are we doing enough with it? It's easy to take action based on "quick" marketing possibilities rather than what creates value for, and relationships with, the customer.

It doesn't take long to write some content articles or film a rough campaign that can be released in record time. But sooner or later, you have to look at the sales numbers. As an advertising professional who has tried almost everything, it's my experience that you should stop trying to "go" before knowing where you want to go – and that you should resist the temptation to take shortcuts in the hope of achieving fast results. As the legendary copywriter David Abbott said, "Shit that arrives at the speed of light is still shit".

The winner is still the one that hops where the fence is highest. There is no miraculous shortcut to success in marketing. Good marketing always begins with the customers' needs. It is here you must start in order to create lasting success, and it is here the three steps McElroy pointed to almost 100 years ago still work. You still Investigate (carry out a diagnosis), then Navigate (create a strategy), and – in the end – Activate (think tactically).

Formulating an effective Investigate phase is a three-part process. You begin by using your knowledge of your brand or product to develop a hypothesis regarding which problem you can solve for the target group, or what needs you can fulfil. Next, you test your hypothesis by speaking with people who love the brand. They will explain what they like and what can be better. Lastly, you use qualitative research to evaluate how many people experience the problem or have the need you want to address (research can be expensive and difficult, but the alternative of going with a gut-feeling is even more expensive, as it rarely pays off). This three-part approach yields a diagnosis that allows you to understand how customers act and do not act – and why.

After the diagnosis, you can proceed to creating the marketing strategy. Ask yourself, how should the brand be positioned? Which target groups should you pursue? And in what order should you execute each element of the plan (including KPIs)? Remember, your customers see several hundred marketing messages every day, so the strategy cannot be too generic (boring), and the campaign's design must be distinct. Everyone knows that these types of campaigns are difficult to create, but in my experience, it's even more difficult getting brands to buy them. This may be why we see so many easy, indifferent campaigns – even though we know studies show that creative campaigns function best.

"Your customers see several hundred marketing messages every day, so the strategy cannot be too generic (boring), and the campaign's design must be distinct."

It requires bravery to choose a solution that people can relate to. And if you have second thoughts, you can always revisit the diagnosis. When you know deep down that you're on to something, which is important for the customers, it's easier to find the courage you need. It's not the end of the world if someone has something against your marketing – but it is if no one notices it. Only after the diagnosis and strategy are in place should you begin to look at the tactical elements. What is the most effective way to reach the customers? How do you get the most possible return

out of your marketing investment? What role should the website play? How many seconds should the film be? What should a click cost?

If your company carries out marketing efforts based on these three steps, and in the aforementioned order, you can be quite certain that the results will be relevant, desirable and effective. And after receiving such results, it's only appropriate to take out a good bottle of wine and send a kind thought to blessed Neil McElroy.

Enjoy.

**INA**  
Investigate  
Navigate  
Activate

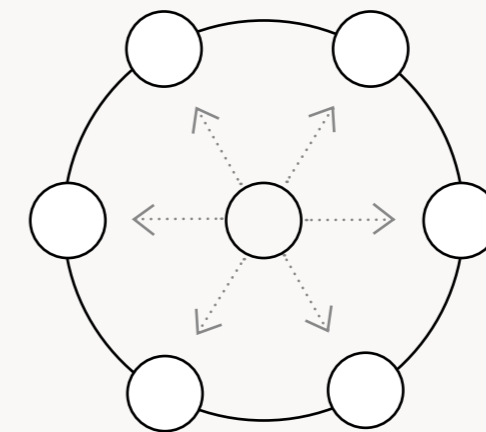
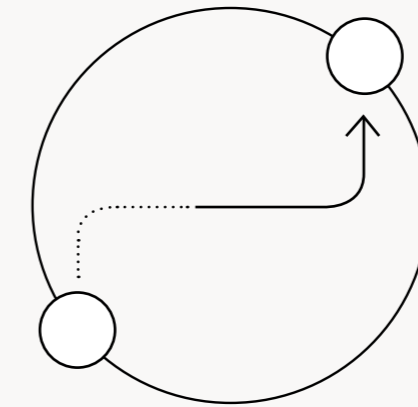
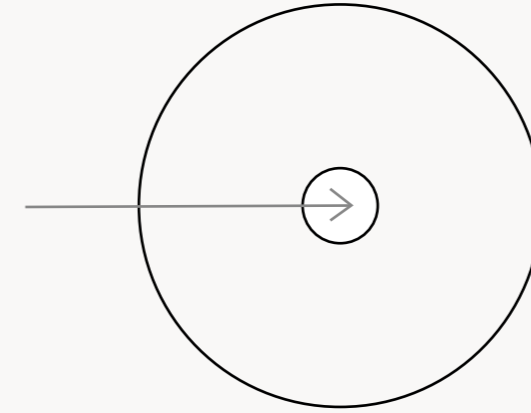
We believe that companies can't make the creative leaps needed for growth without going beyond data analysis and gaining real customer insight. We are insanely curious about people and what makes them tick. For us, that's still the most important question in marketing.

To gain real customer insight, we use a data-driven method called **INA**. This method helps our clients move from complexity to simplicity, and enables them to make better, more informed decisions about their business and marketing.

**METHOD**

# INA

Brand strategy should not be complicated if done right. It simply requires taking the right steps in the right order and remembering that they are multiplicative. What do we mean by that? In short, that the success of one part directly affects the success of the others.



## | Investigate

### Data & Insights

We collect the data, conduct the analysis and help you get to know the customers

## | Navigate

### Brand & Strategy

We develop the brand strategy as a cohesive response to the challenges

## | Activate

### Activation

We help you activate the brand strategy to achieve commercial effect in the short and long term

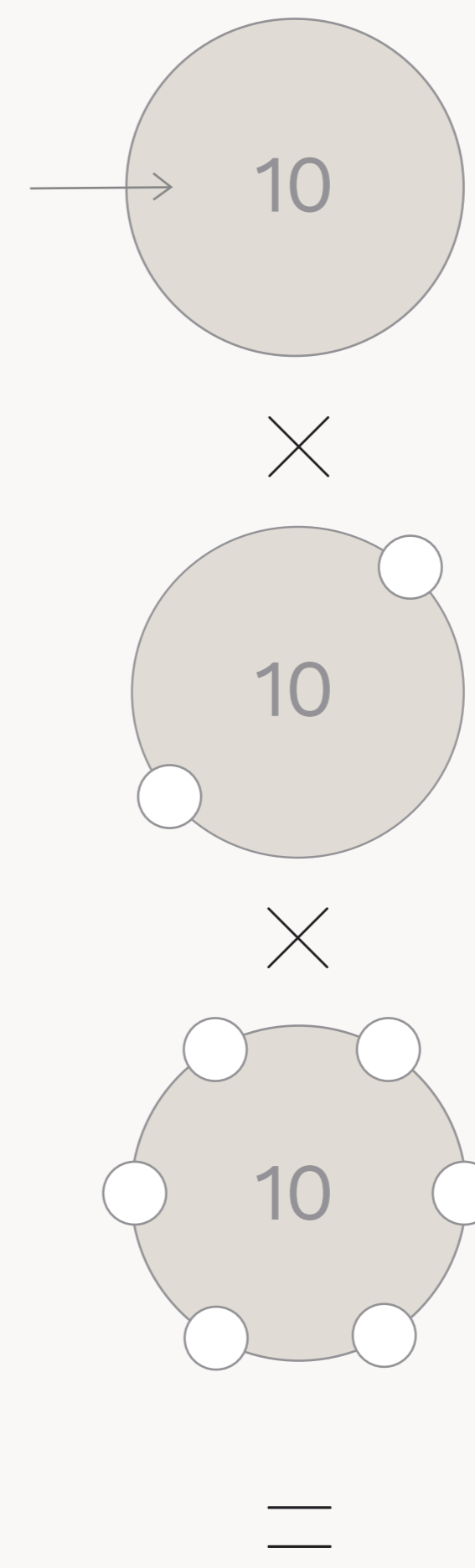
# Go-to-market success

# INA

Imagine that all three phases are perfectly executed:

# 10 x 10 x 10 = 1000 Go-To-Market Approach Score

If this is the case, then we've done everything we can to deliver success in the market. Multiplying those perfect 10s gives a score of 1,000.



## | Investigate

### Data & Insights

We collect the data, conduct the analysis and help you get to know the customers

## | Navigate

### Brand & Strategy

We develop the brand strategy as a cohesive response to the challenges

## | Activate

### Activation

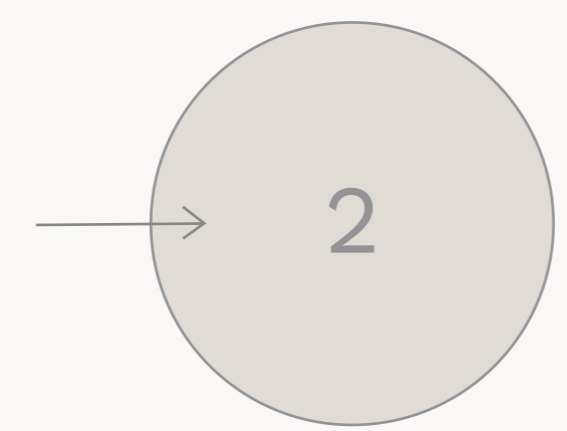
We help you activate the brand strategy to achieve commercial effect on a short and longer term

# 1000

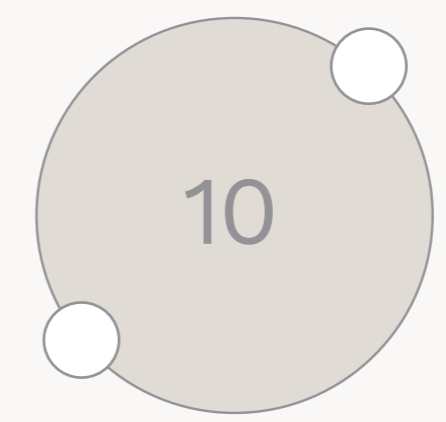
# INA

But not giving one phase the focus it deserves can have a huge effect on the effectiveness of the campaign.

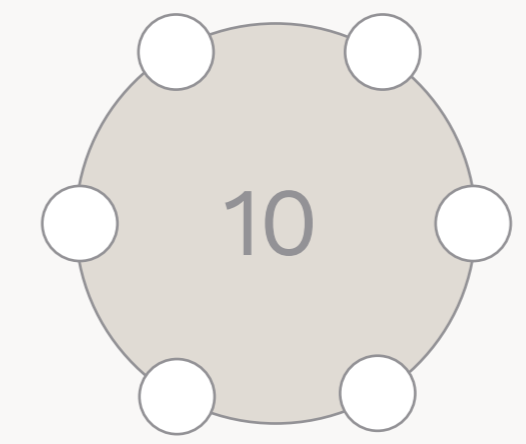
$2 \times 10 \times 10 = 200$   
Go-To-Market  
Approach Score



×



×



=

200

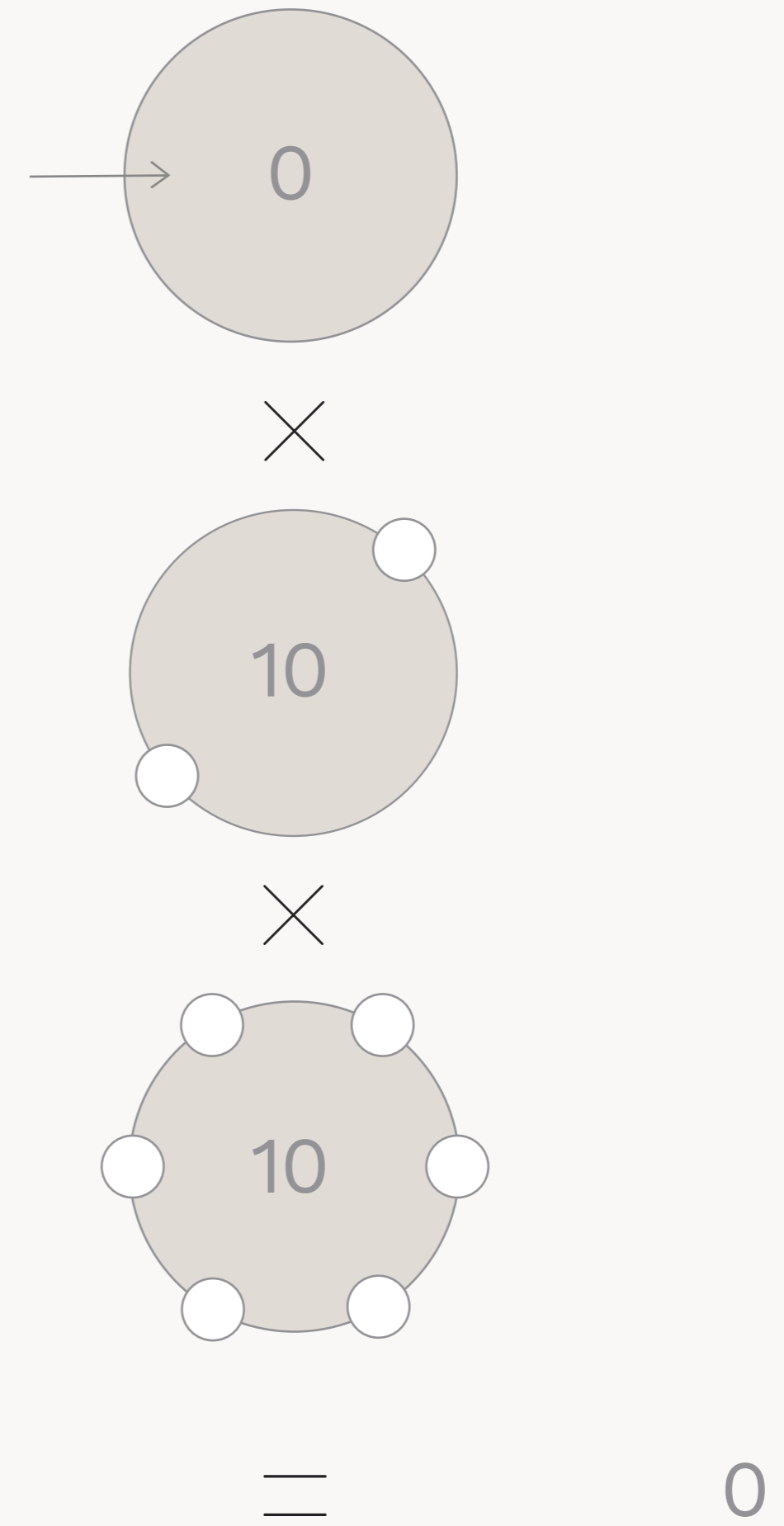
# INA

And jumping straight into strategy and tactics, without really understanding your market and the issues that you are tackling? Multiplying anything by zero results in zero:

## 0 x 10 x 10 = 0 Go-To-Market Approach Score

This is of course a simple model, but it's intended to highlight an increasingly common situation. Too often we see the Investigate phase skipped, as people want to move straight into doing "stuff". They leap into ideas without knowing the real problem the idea is supposed to solve. When campaigns are created based on internal opinions, biases are projected outward to customers, rather than insights coming inwards to the organisation to inform strategy.

Without a properly researched diagnosis, it can be difficult to demonstrate to your team that their opinion doesn't reflect the actual situation or the needs of the customers.





BTC

Cases

Case  
Nemlig.com

# More time for what matters with home delivery



### Deliverables

- Communication Concept
- Product Concept
- Film
- Social Media Strategy
- Social Media Execution
- Influencer Marketing

### Transition challenge

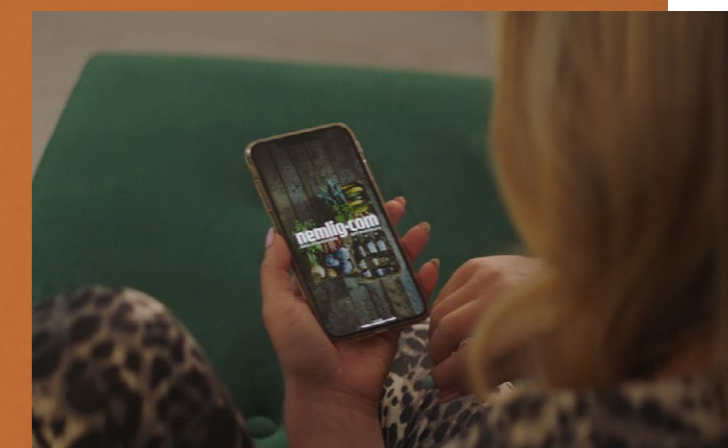
While nemlig.com has a strong brand position, new players frequently enter the market and traditional grocery stores are found on every street corner, both of which account for significant grocery sales. With this in mind, nemlig.com wanted to attract customers that hadn't yet opted for online grocery shopping, while also increasing customer loyalty among them.

### Solution

A recent study showed that buying groceries online can save consumers up to three hours every week. It was clear to nemlig.com that this was the ideal focus area for its new communication concept and accompanying campaigns, as nemlig.com provides Danes with extra time to devote to more important parts of their lives. Put simply, nemlig.com allows people more time for what they value in life. This insight led to the creative idea, which is conveyed through the communication concept: "Mere tid til livet".

### Result

The concept was translated into an extensive, emotional and impactful campaign that supported the brand promise, and also helped sales through three personal stories that provided a wealth of content. These stories were rolled out via TV spots, the brand's website and social media, banner marketing, influencer-created content and a range of other elements across all brand touch points.



Case  
Castus

# Bringing a piece of nature to the people

**Deliverables**  
Brand Analysis  
Communication Concept  
Product Concept  
Product Design  
Social Media Strategy

**Transition challenge**  
Despite being over 50 years old and enjoying high awareness and preference, particularly for its hero product, Castus was dealing with a misunderstood brand perception and unfulfilled commercial potential across audiences and product categories – on top of an increasingly competitive market.

**Solution**  
Sunrise conducted a thorough analysis of the competitive landscape and market trends, interviewing a number of existing and potential customers. It was clear that a growing focus on health, natural food, authenticity and local produce are all important factors for the target group. While Castus is synonymous with these trends, it was time to let more consumers know about it.

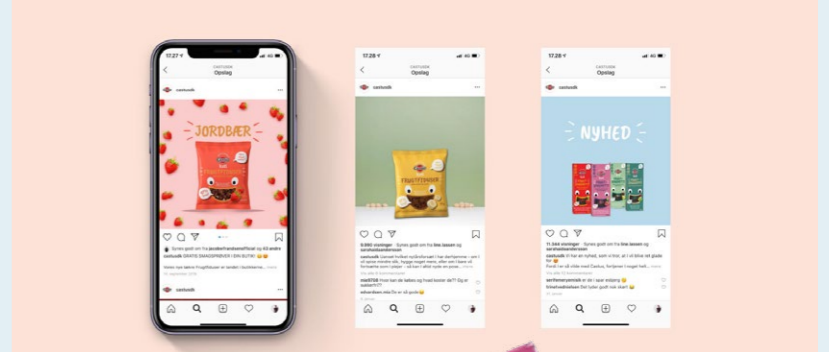
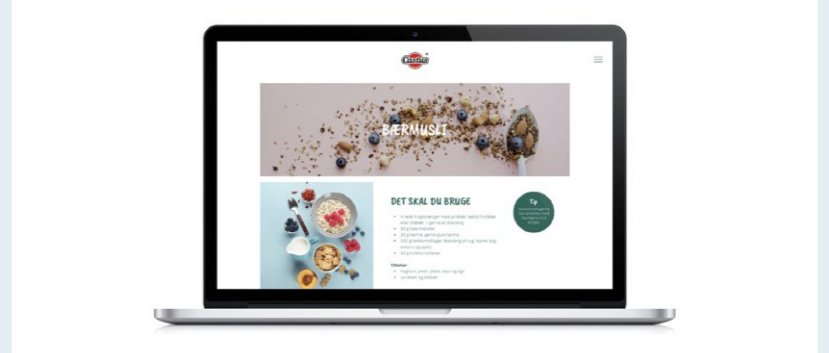
To revitalise such a beloved brand was to pay tribute to its heritage while focusing on how the brand could align with the demands of today's modern consumers.

**Result**  
The new Castus tone-of-voice, visual style and colours were carefully selected to reflect the simplicity and natural quality of the products. The brand DNA also had to be summarised in a precise statement that communicated everything Castus stands for. Together with The Whole Company's management, we landed on "A Piece of Nature". With Castus, everyone can get a piece of nature every day, making the brand universal and both "of and for the people".



## Grønt er godt for øjnene DET ER BLÅT OGSÅ

Tænk, at et lille blåbær har så meget at byde på. For det første er det fyldt med vitaminer og mineraler. For det andet indeholder det en masse antioxidanter, som gavner dine øjne. Værsgo at gå ombord i naturens små, blå underværker. De har flere kræfter end det ligner ved første øjekast.



Case  
Matas

# Content is still King

**Deliverables**

- Digital Strategy
- Communication Concept
- Film
- Social Media Strategy
- Social Media Execution
- Influencer Marketing

**Transition challenge**

Matas is on an impressive growth journey and has big ambitions to be the health and beauty market leader on social media. Matas was looking for a strategic partner that could help develop a strategy to support its internal team in finding new, engaging ideas to try out on its selected social media channels.

**Solution**

Matas and Sunrise worked closely together on the creative, digital, and strategic output. This meant being an extension of Matas' in-house agency to assist with the development of strategy and content ideas. The partnership also included the creation of articles for Matas.dk, as well as the development of ideas for larger supplier concepts and campaigns.

**Result**

Part of serving as Matas' digital sparring partner is being on top of the latest trends on social media. Content is king, and it needs to be dynamic and engaging to resonate with users. Audiences consume posts rapidly and demand is relentless. Classic campaign workflows and deadlines are redefined, but even if the pace is different, each piece of content must reflect high quality and engagement rates.

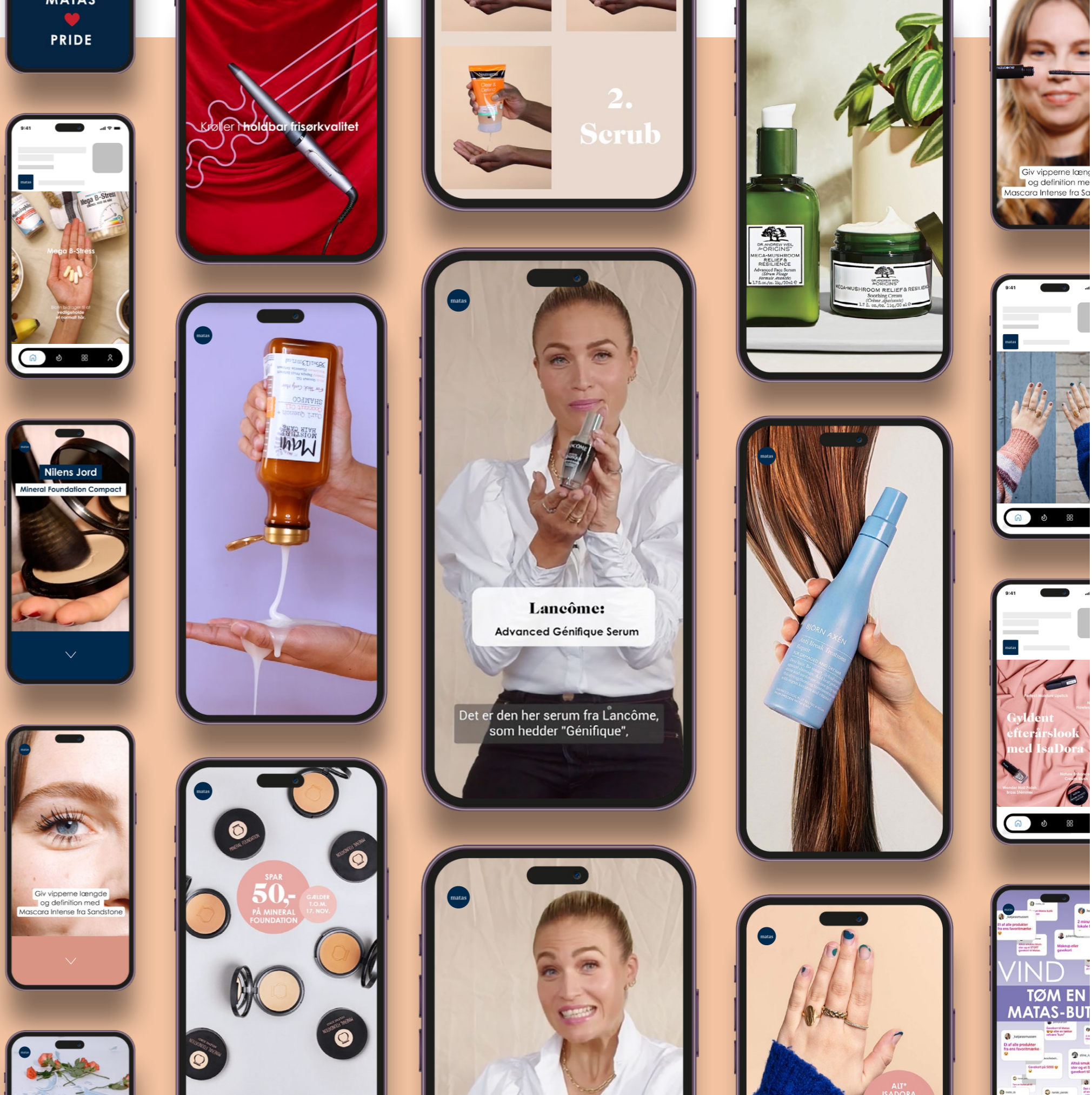


**Iben Soltau**

**Head of Matas Digital Agency,** points out the value of a close co-creation partnership:

*"We are on an exciting journey at Matas, where we're growing significantly. Therefore, we were looking for a partner with a solid understanding of our workflows, internal set-up as well as how we together could ensure that our internal team and Sunrise work as one unit. This is what we experience with Sunrise."*

*Together, we continuously meet the targets we have defined in our social media strategy, and we look forward to the future and what the partnership will bring."*



**Case**  
Mary Fonden

# Fighting Social Isolation

**Deliverables**  
Communication Concept  
Campaign Development  
Films  
Social Media Strategy  
Social Media Execution

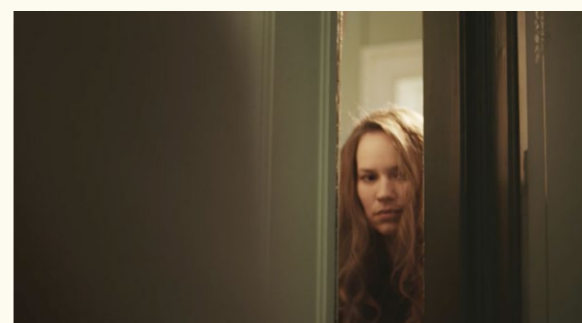
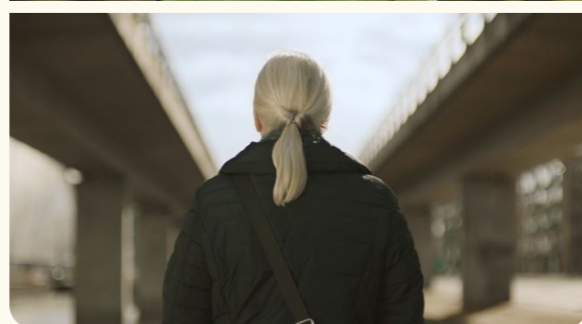
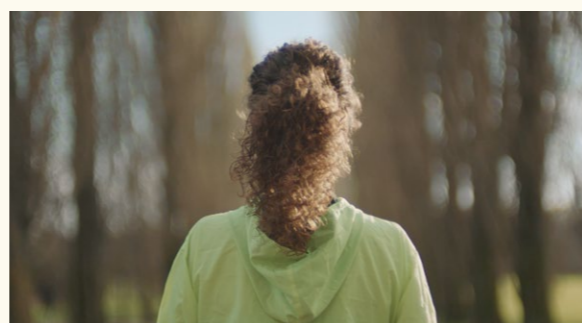
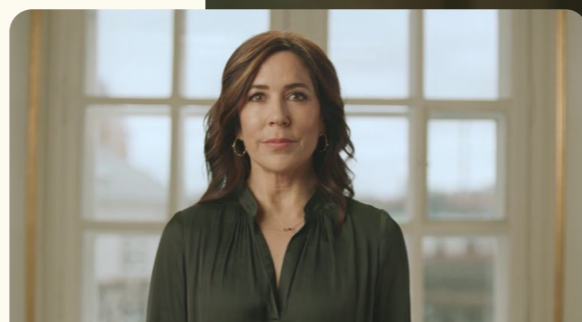
Founded by Her Royal Highness Crown Princess Mary, Mary Fonden is one of the most well-known foundations in Denmark. Mary Fonden's main purpose is to fight social isolation, and it is especially known for its work to prevent loneliness and bullying in schools and other institutions. Social isolation is a complex problem that can have major consequences for both individuals and society as a whole. From a communication perspective, it is not something that can be solved via a single campaign. It demands a comprehensive effort and long-term attention across different channels and focus areas – which Sunrise and Mary Fonden have worked together on for several years.

**Transition challenge**  
While communication was already a high priority for Mary Fonden, there was still untapped potential in the activation of its digital channels and social media to inform, inspire and spread tolerance regarding social isolation. At the same time, Mary Fonden wanted a more strategic plan to further unfold its communication platform in order to encompass other areas related to social isolation, such as domestic violence.

Mary Fonden teamed up with Sunrise, who could act as a strategic and creative partner, in addition to contributing to the roll out and activation of communication on social media.

**Solution**  
In close collaboration with Mary Fonden, Sunrise has planned and developed always-on activities on primarily social media for several years, in addition to nationwide campaigns. Sunrise has been a long-standing strategic partner for Mary Fonden's communication efforts, helping form the foundation for various ongoing activities.

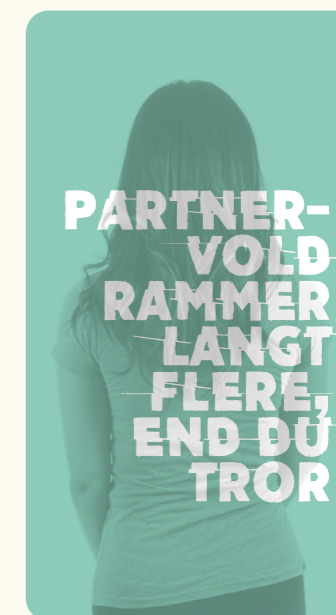
**Result**  
Together with Mary Fonden we've through communication turned the spotlight on social isolation, developed tools and recommendations to help fight social isolation and simultaneously increased the awareness and understanding of Mary Fonden as an organization.



DE MANGE OFRE FOR PARTNER-VOLD SKAL BLIVE TIL DE FÅ. DE FÅ, SOM GRIBER IND, SKAL BLIVE TIL DE MANGE.



Send message



Send message



Send message

Case  
BKI

# To all of us from BKI

**Deliverables**  
Communication Concept  
Product Concept  
Advertising  
Film

**Transition challenge**  
With its quality and heritage, BKI has many great stories to tell. The key question: how to tell these stories in a manner that strengthens the BKI brand and position BKI as more than just low-price coffee. The task had two parts: create a brand platform and create a communication platform.

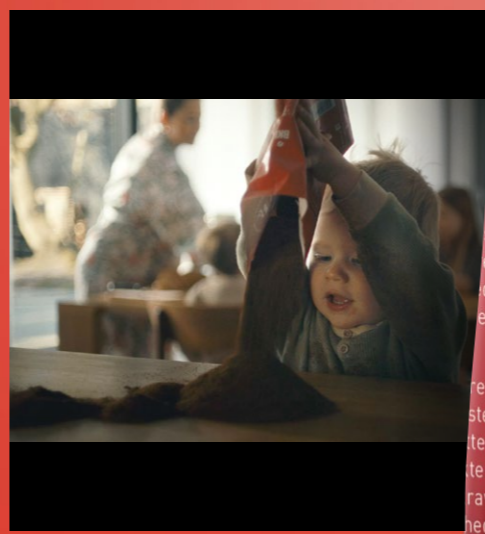
**Solution**  
We began work on the brand platform by unpacking the essential narrative of BKI. This task included establishing brand position and determining the primary target group. With these elements in place, we were able to develop the communication platform to engage with customers.

**Result**  
Our strategy led to the creative platform “BKI Kaffe – til os alle” (BKI coffee – for all of us), which was made to work across various channels. Determined to avoid the norm of creating a “pretty” coffee commercial for TV, we set out to do something different. Inspired by Benny Andersen’s beloved poem Svantes Lykkelige Dag, the solution was almost automatic. We invited the musician Katinka to re-record the poem, setting it to visuals of the everyday moments that BKI helps make even better. The end result: cohesive and unique brand and communication platforms that have helped reposition BKI as the coffee for all of us.

**A new take on a classic**  
Inspired by Benny Andersen's beloved poem *Svantes Lykkelige Dag*, we invited musician Katinka to re-record the poem, setting it to images of everyday moments that BKI helps make even better.



# TIL ALLE OS



Gaining a deep understanding of the target group's wants and needs, it became clear that BKI's ideal position lay opposite the current coffee trend of high-end luxury that so many brands have tried to assume. BKI, after all, is for those who simply want a quality cup of coffee at a fair price. Therefore, we created a strategy to get “everyday coffee drinkers” to perceive BKI as the simple choice that strengthens everyday moments.



Case  
Pilgrim

# Exploring TikTok with Pilgrim

**Deliverables**  
Social Media Strategy  
Social Media Execution  
Influencer Marketing

With 40 years of dedication and passion for designing jewellery, Pilgrim is an international brand recognised worldwide for its signature Scandinavian design. Already a known brand among its younger target audience, Pilgrim wanted to take the next step on social media by strengthening its position with an international target group. Pilgrim's talented in-house brand and marketing team came together with Sunrise's social specialists to establish and grow a strong presence on a new platform: TikTok.

**Transition challenge**

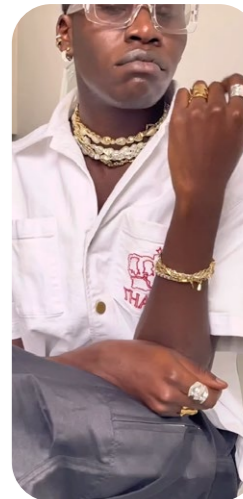
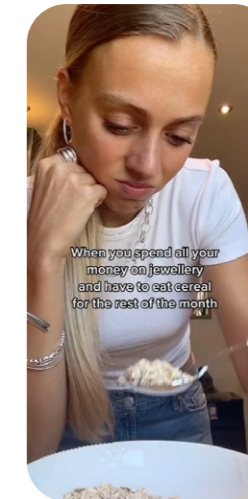
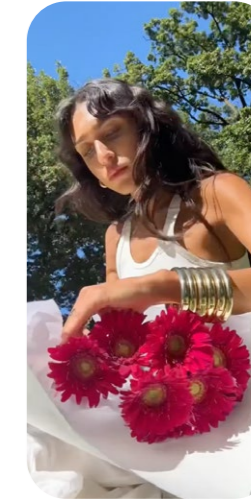
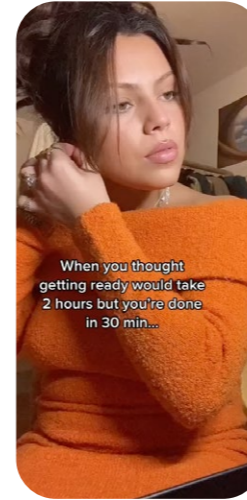
Pilgrim wanted to launch on TikTok to drive awareness and brand love internationally, while also strengthening its position among a younger target audience. Pilgrim was, however, cautious about getting started too quickly, as it did not want to risk its content not getting traction and falling through the strong culture and communities that prevail on TikTok.

**Solution**

With the development of a TikTok strategy, Sunrise structured Pilgrim's content to achieve faster and more efficient content production that is relevant to the target group and true to the brand. Sunrise's social team quickly became an extension of Pilgrim's marketing team with day-to-day sparring and advice. Jumping on trends, playing with the Pilgrim brand and exploring new creative directions was part of building brand love, and within a few months, the effort showed visible results that supported the TikTok strategy.

**Result**

Together with the Pilgrim TikTok team, we accelerated the TikTok frequency and ensured consistency in the overall content production. This resulted in a dynamic feed with variation in content categories and creators. Within the first three months, we gained over 10,000 followers and saw an increased growth in both video views and interactions.



Case  
Candy King

# Sweet as candy

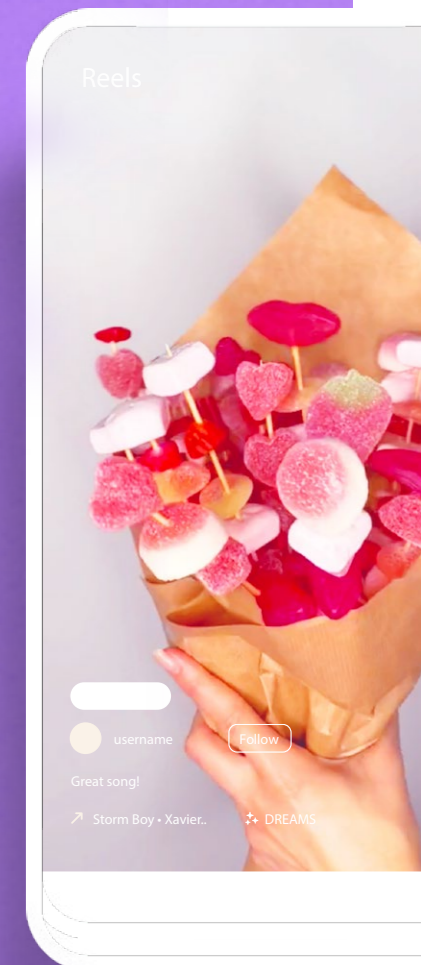
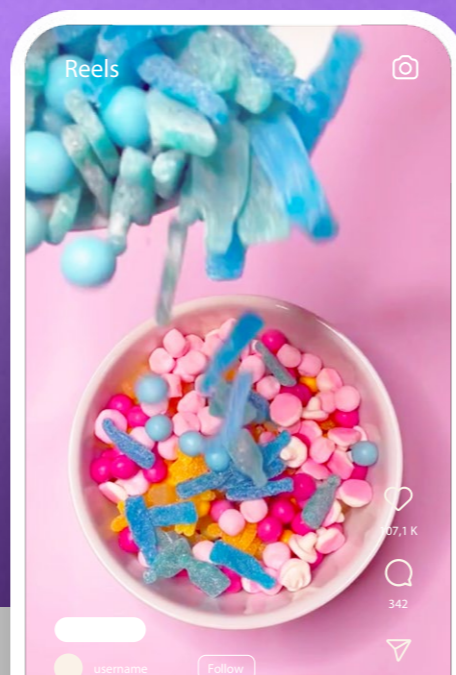
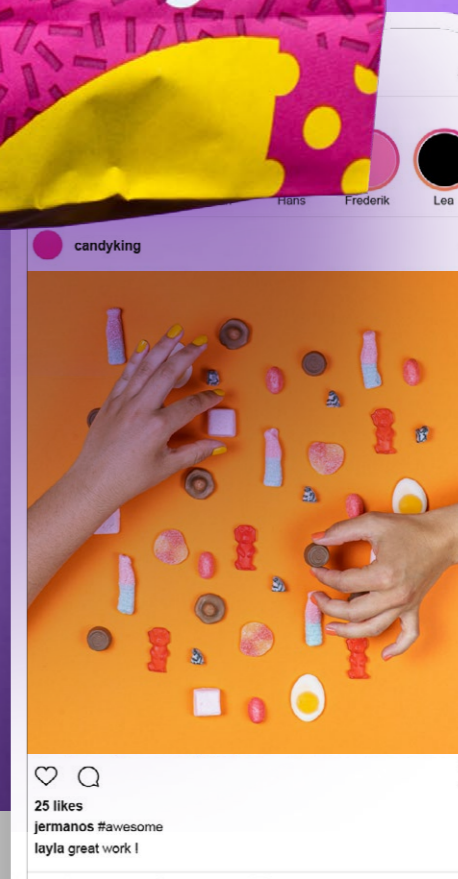
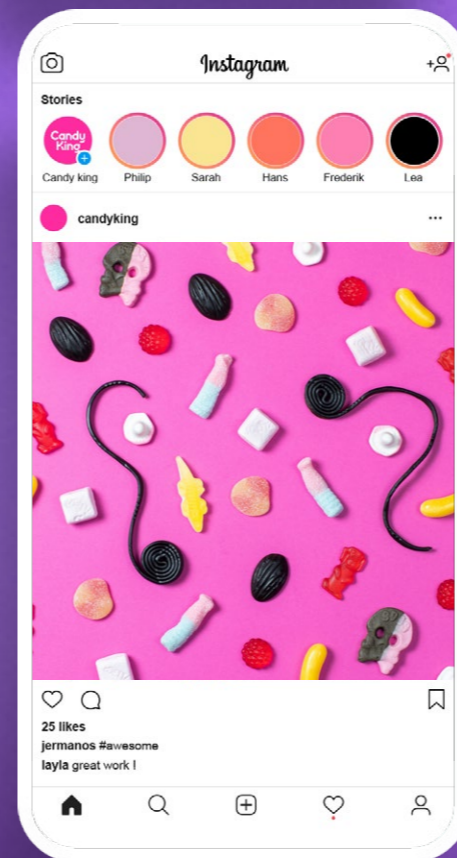
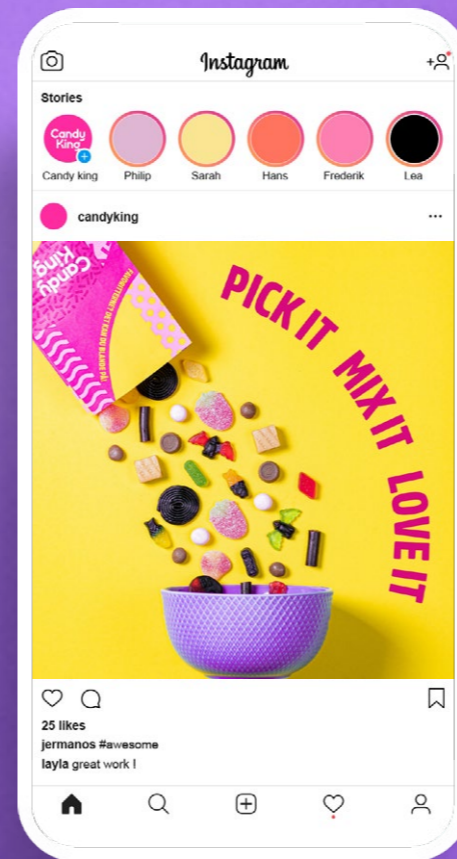
Deliverables  
Social Media Strategy  
Social Media Execution

**Transition challenge**  
CandyKing recently reinvented itself with a colourful, quirky brand identity and a new universe that blurs the boundaries between real life and imagination. Furthermore, it aimed to establish a closer connection with its customers by targeting the occasions when they consume candy. Next on its to-do list was to launch the brand identity in Denmark. This led CandyKing to a collaboration with Sunrise as its strategic and activation partner on social media.

**Solution**  
Sunrise and CandyKing decided to activate the new brand universe through a combination of campaign bursts and always-on initiatives on Facebook, Instagram, and later TikTok. The goal was to incorporate the same sense of humour and playfulness found in the rituals of picking, mixing, and enjoying CandyKing into the activation of the new brand universe. Ultimately, the aim was to create cosy and enjoyable moments for couples, singles and entire families.

**Result**  
Following the same go-to-market plan and strategy for several years, CandyKing has achieved growth on its own media and raised awareness of its brand. CandyKing has also seen an increase in reach and followers not only on Instagram, but also TikTok, where it's organically gained nearly 10,000 followers in six months.

The collaboration with Sunrise focused on testing new concepts, categories and challenges, which provided data to make more informed decisions on what to prioritise. Influencer activations have proven effective for campaign promotions, and today influencers are integrated into CandyKing's marketing.





Case  
Flügger

# Whatever is inside, Flügger's outside.



**Deliverables**  
Communication Concept  
Product Concept  
Film

**Transition challenge**  
Flügger Group is widely known for its indoor paint across the Nordics and has successfully acquired a market-leading position in Denmark. However, awareness is low for Flügger's outdoor products, especially among private consumers, which is a strategically important segment. Furthermore, Flügger is up against competitors with high awareness and large market shares. The question was how to change that in order to increase awareness of Flügger's outdoor products.

**Solution**  
Sunrise's analysis showed that there was a need for a long-lasting communication concept with the main purpose of connecting Flügger to the outdoor category. Moreover, it needed to be done in a way that stood out significantly and could create attention. The concept "Whatever is inside – Flügger is outside" was developed, which differentiates from the industry by raising the emotional value of a very functional product.

**Result**  
When you use Flügger on your house, you don't need to worry. Feel safe, feel protected and feel comfortable because of what's on the outside. Which begs the question – what's going on inside? This became the foundation for the development of future campaigns, with the first celebrating diversity and relations between people – a fundamental part of Flügger's DNA. The campaign ran in five markets across TV spots, print ads, digital media and outdoor.



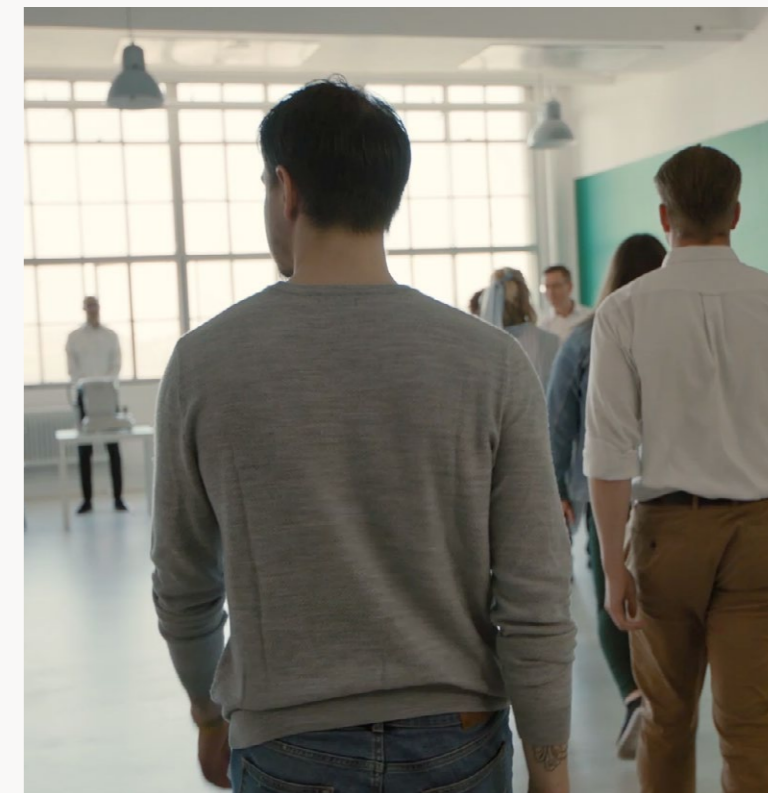
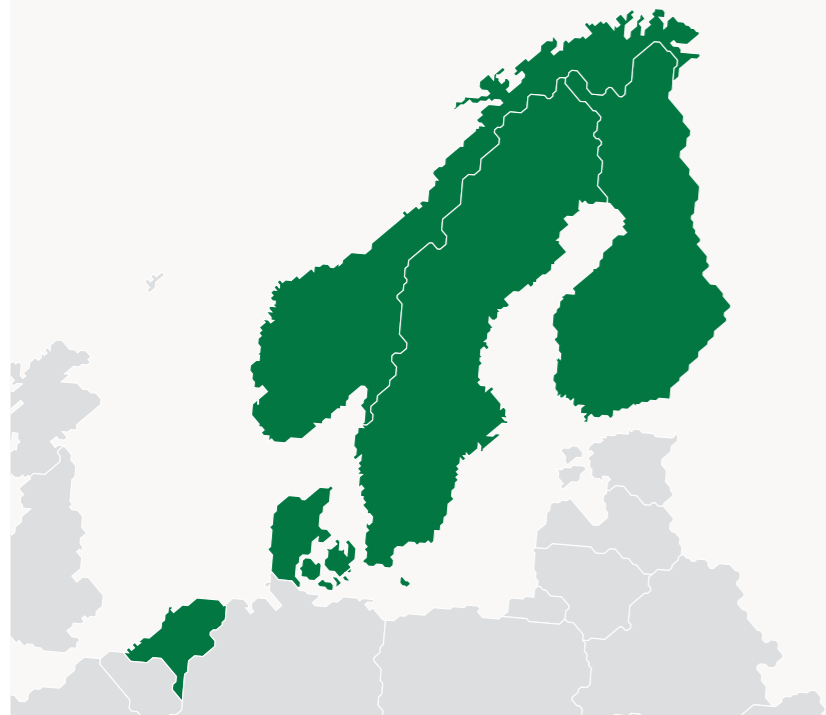
Case  
SpecSavers

# The Eye Opener

**Deliverables**  
Communication Concept  
Film  
Social Media Strategy

**Transition challenge**  
Studies show that about 80% of people believe vision is the most important sense. Despite this, people rarely get their sight checked. This may be because few people are aware that up to 50% of all sight loss can be avoided with regular sight checks. As an important message for consumers, these insights provide Specsavers reason to show that its at the forefront of sight testing in stores and that eye health is its top priority.

**Solution**  
Sunrise developed a concept "The Eye Opener Test" to be launched in five markets. In a series of touching films, various Specsavers customers told honest and personal stories of how having an eye exam had helped them find more serious problems than just poor vision.



Case  
emmerys

# Good design. Good coffee.



### Result

Based on strategic choices, a new brand promise was developed: "Mindful coffee moments". This was accompanied by a renewed corporate visual identity, including a distinctive new brand stamp and tagline: "Organic coffeehouse and bakery". To ensure alignment with the intended brand position and new visual identity, the entire brand's store concept and design were also revamped.

### Deliverables

- Visual Identity
- Logo Design
- Product Design

### Transition challenge

After some years of heightened competition, emmerys decided it was time to strengthen its corporate visual identity, tagline and brand promise as part of a comprehensive revitalisation strategy. The key question: how should the brand reposition itself in the market?

### Solution

To develop the most relevant direction for the brand's new CVI, tagline and brand promise, emmerys and Sunrise started analysing the brand's competition, performance, foundation and potential. This resulted in four main strategic choices, which became drivers for the brand position and led to the question of how emmerys should position the brand in the future to reach its full potential.



**Case**

The Danish  
Cancer  
Society

# A heavy message

**Deliverables**

Communication Concept  
Campaign Development  
Film  
Social Media Strategy  
Social Media Execution

**Transition challenge**

Weight is one of the greatest social and health challenges of our time. In 2017, 51% of Danes were overweight and 17% were obese. Despite these numbers, few are aware of how serious the situation is – which is exactly why action was required. The challenge was two-fold. One: Only 5% of Danes knew about the link between being overweight and cancer when asked independently. Two: given how sensitive the topic is, communicating the negatives of being overweight had to be done in a careful manner.

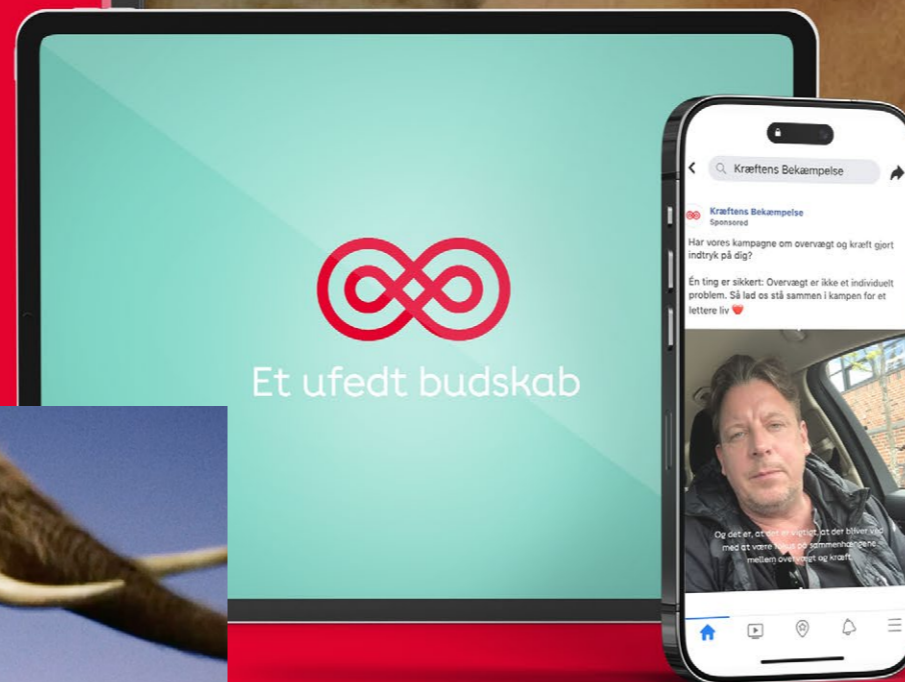
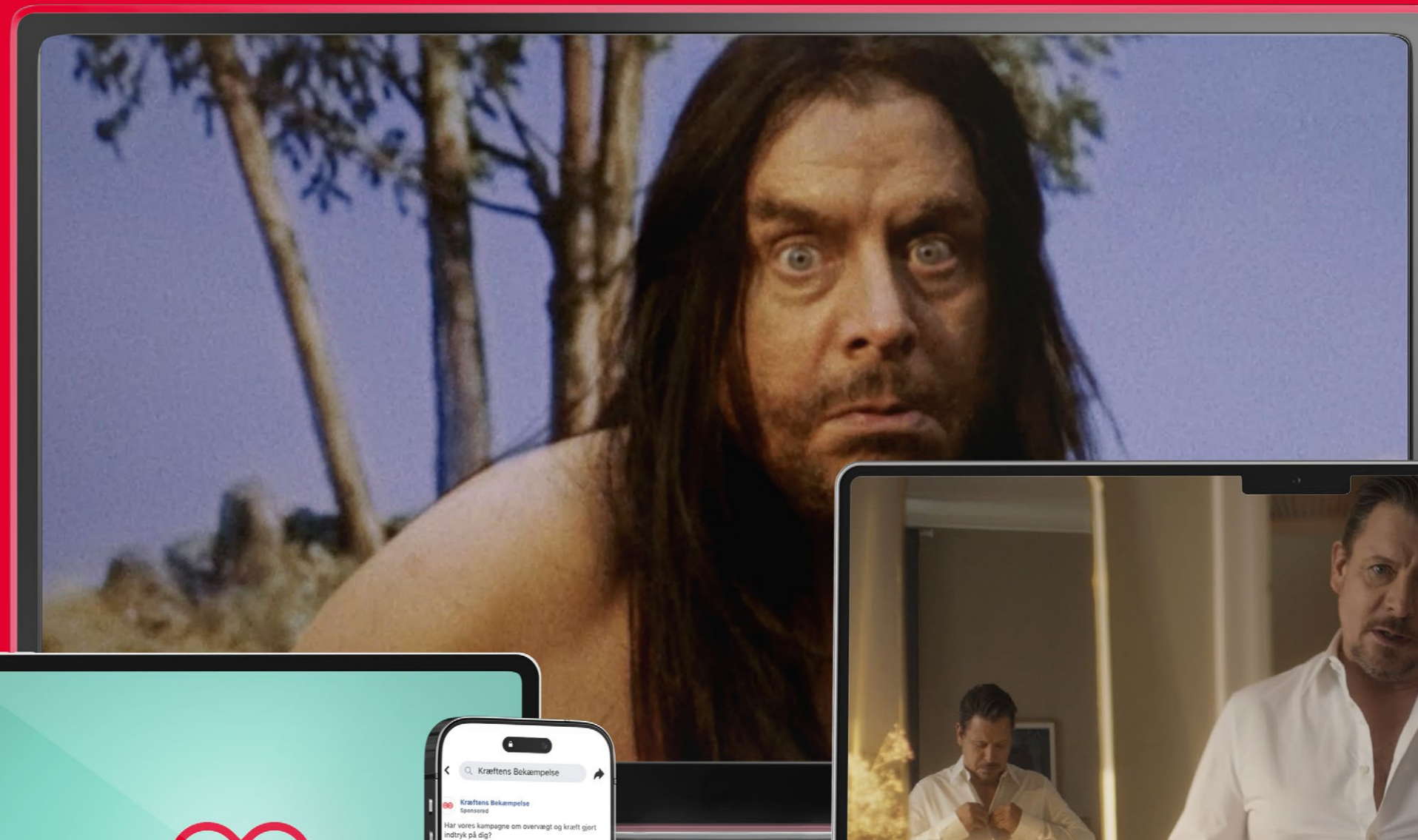
**Solution**

To convey the message, a four-phase strategy was developed. First, a broad PR campaign was launched to rouse media interest. Second, we focused on the causes of being overweight – emphasising that it's about complex cultural, social and economic issues as much as the individual. Third, we partnered with the brave, relatable and well-known Dane – Anders W.

Berthelsen. Showing that he's not as slim as he once was, he explained that becoming overweight tends to occur gradually and can go unnoticed for several years. Lastly, we developed partnerships to prevent unhealthy weight gain by increasing the demand for, and availability of, food and beverages in smaller packages and portions.

**Result**

The campaign received over 5,000,000 impressions on SoME (paid and organic), over 3,500 shares, 7,700 likes and over 80% of Danes claimed they enjoyed the film (KPI 55%). As an extension of the campaign, 18 partnerships were established aimed at preventing obesity by increasing the demand and availability of food and beverages in smaller sizes. Partner companies include 7-Eleven, McDonald's, Coop, De Samvirkende Købmænd and more.



Case  
Clever

# A Clever strategy to increase customer engagement

## Deliverables

Communication Concept  
Campaign Development

## Transition challenge

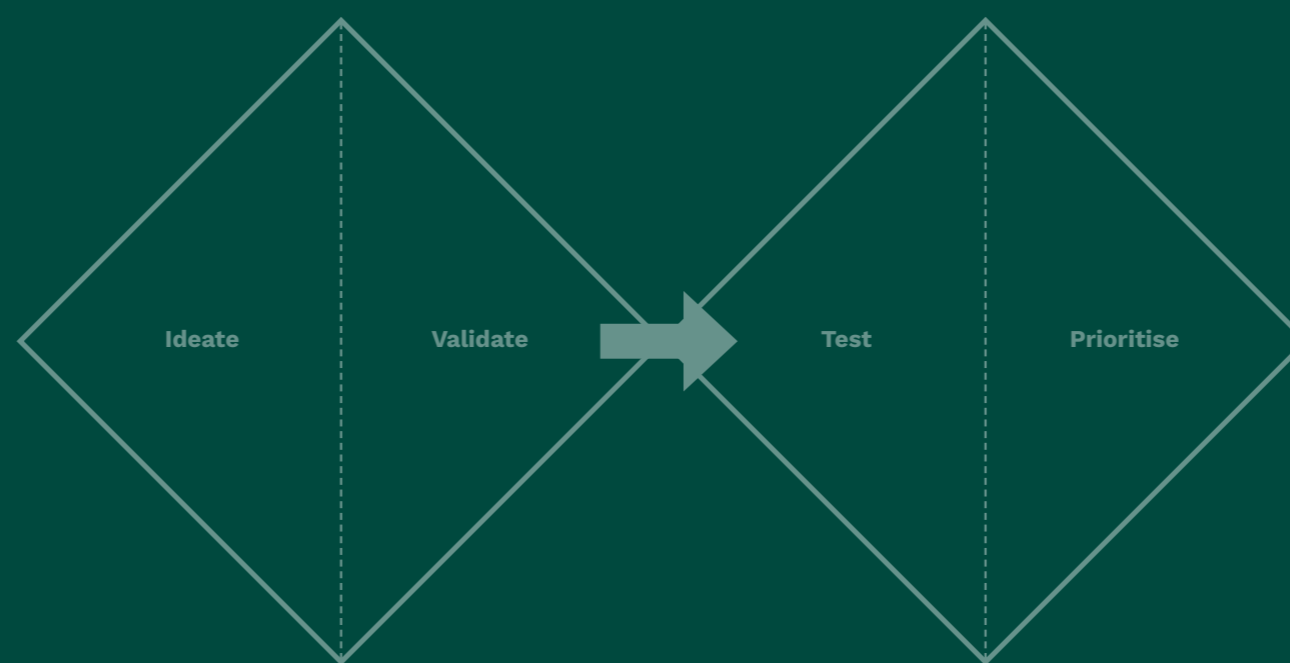
As the leading charging operator in Denmark, Clever has big ambitions for the green transition and the electric car transformation. To support these ambitions, a team has been established to activate the brand and products through engaging content that retains existing customers and inspires potential customers and partners to choose or sell electric cars and Clever. However, to do so, the team needed a strategy.

## Solution

Based on a co-creating approach, Sunrise supported and facilitated the process of defining a strategy that could help the Clever team define clear objectives, identify unrealised potential, and prioritise efforts across the team.

## Result

Clever received one unified strategy with clear objectives, newly ordered priorities and a detailed roadmap specifying project owners and responsibilities. The strategy also included concrete tools for ongoing work, leaving the team with motivation, ready to execute the clearly defined plan of action to support Clever's business goals.



Case  
Perspirex

# Embracing the best version of yourself

**Deliverables**

Communication Concept  
Campaign Development  
Film  
Social Media Execution

**Transition challenge**

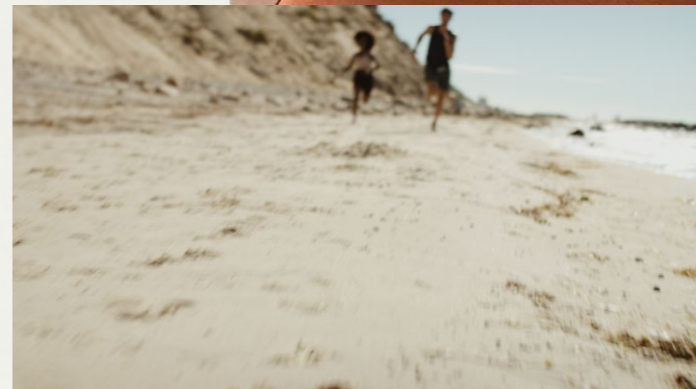
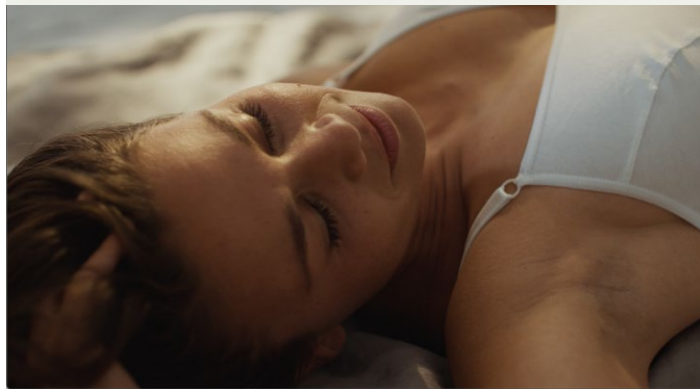
The global antiperspirant brand, Perspirex, needed a global toolbox of content that could be used on digital platforms in the coming years to communicate its “Embrace Your Moment” platform in its 40+ markets. However, Sunrise had to create a carefully calibrated look and feel, as Perspirex is neither a lifestyle product nor a medical product. Another challenge was to determine the right theme and visual expression to speak to the target group and fit the current cultural trends, meaning diversity and educational information were central to the platform’s development.

**Solution**

Sunrise was chosen to develop the “Embrace Your Moment” platform for Perspirex back in 2017. Already on point with the brand’s confident, optimistic tone, the process began with a deep dive into global events between 2017–2021. The research on trends and events pointed towards individual empowerment as highly relevant for today’s consumers. This was the perfect way to position a brand that’s all about helping people to be the best version of themselves.

**Result**

Confident, empowered, contemporary shots of a diverse cast of models. Renewed product shots with scientific props and staging. An energetic, powerful brand film of consumers engaging in moments with full confidence – all thanks to Perspirex.



Case  
Elretur

# Don't f\*\*\* with my ground water

**Deliverables**  
Communication Concept  
Campaign Development  
Film

**Transition Challenge**  
Batteries should be recycled correctly and not simply thrown into the rubbish bin along with all the other trash. That's because of the devastating effects that the chemicals inside the batteries have on the environment – not least the groundwater we all drink. The challenge was to create a campaign for the association Elretur that raised awareness of a message we are already familiar with in a new and engaging way.

**Solution**  
Elretur chose Sunrise to develop a campaign focusing on the message of recycling batteries correctly in order to not pollute groundwater. The collaboration determined that the best way to reach the Danish target audience was with a teasing, humorous approach.

**Result**  
The campaign culminated in two commercials with the fantastic Bodil Jørgensen – a household name in Denmark – cast in the lead role. She was the perfect actress to convey a serious message while having a good laugh. The commercials start in an everyday environment and take a sharp turn when the lead character finds a battery in the rubbish bin and reacts in a way no-one is expecting: "Are you fucking with my groundwater?!".



Case  
Lunar

# The bank that doesn't feel like a bank

**Deliverables**  
Campaign Development  
Social Media Strategy  
Social Media Execution  
Influencer Marketing

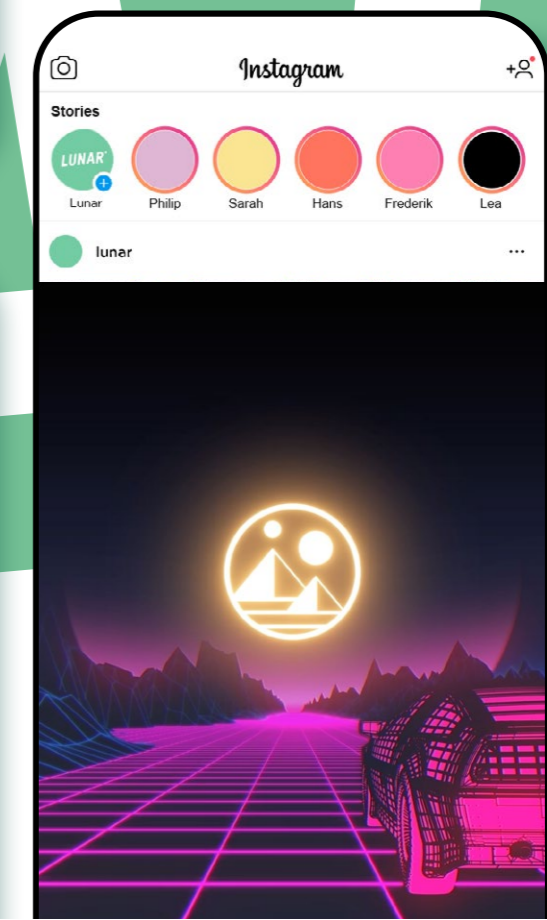
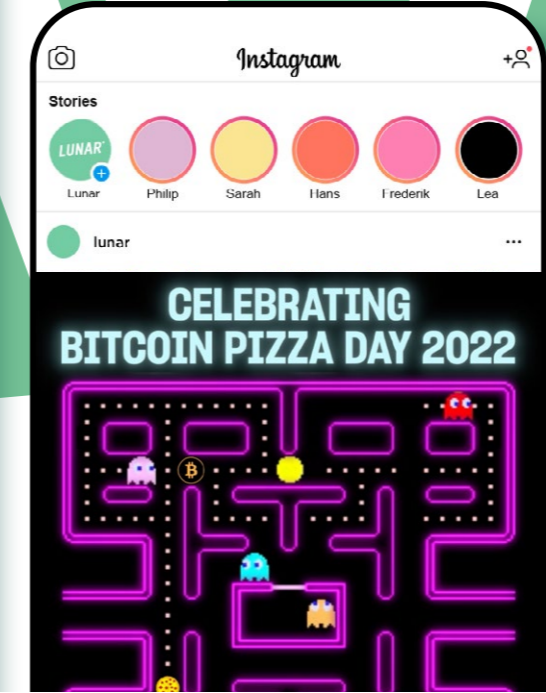
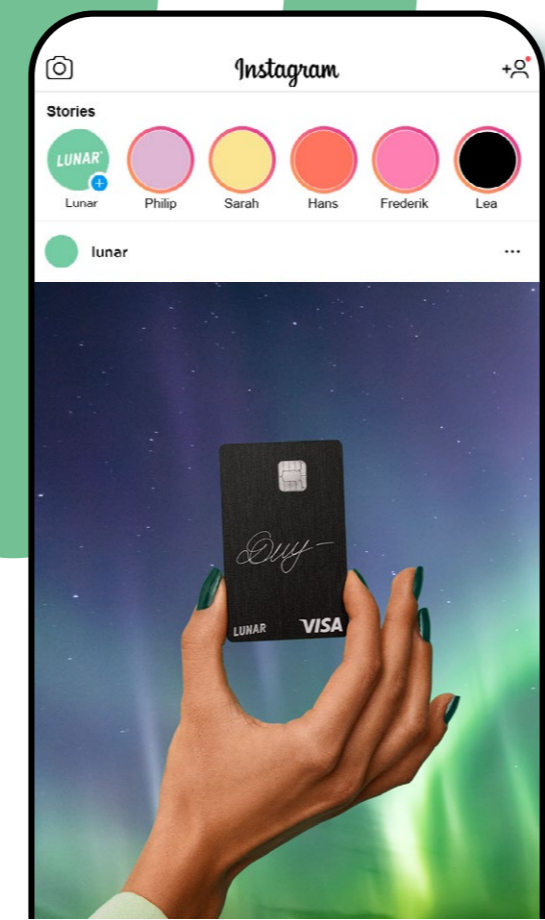
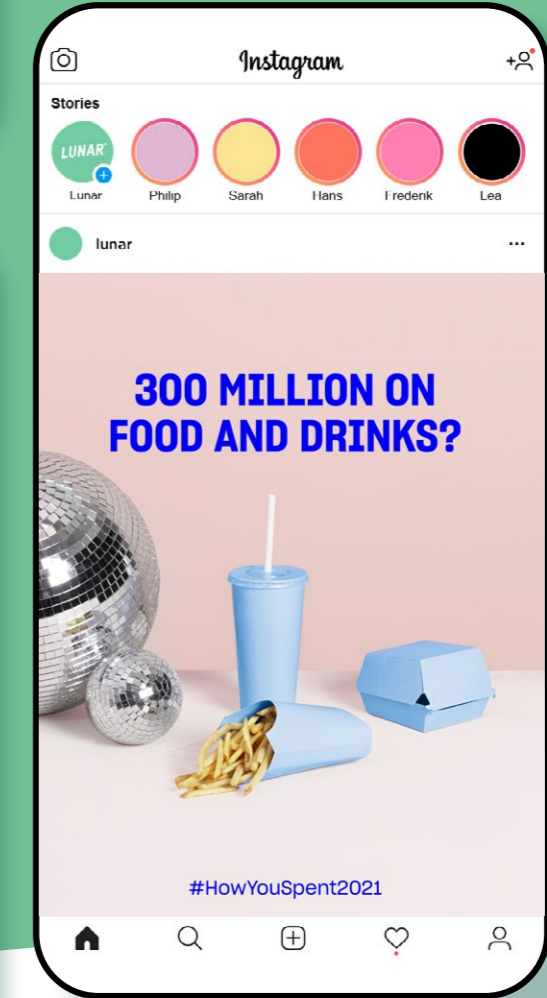
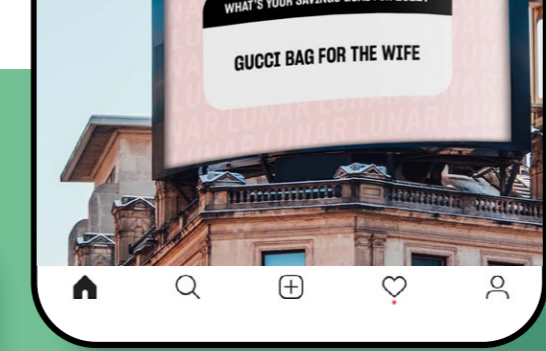
**Transition challenge**  
From a marketing perspective, Lunar was already in a great place. It had succeeded in building a strong position in the Nordics, while also experimenting, challenging and finding new creative ways to communicate its brand and product. However, Lunar wanted to be even more "social-first" with its brand and marketing solutions and needed a team that, besides being able to move fast, could consult and execute on social media in close collaboration with its own team.

**Solution**  
Sunrise's social team quickly became an extension of Lunar's brand and marketing team, contributing to the strategy development for social media and ongoing production for Instagram and TikTok.

Sunrise structured Lunar's content to achieve faster and more efficient content production, and at the same time measure data and learn more about the preferences of the target group.

Sunrise acted as a day-to-day advisor and agile sparring partner for Lunar. For a fast-growing company like Lunar, this included launching Lunar's "Will Power" campaign, the company's new brand identity and its new crypto product, all within a few months.

**Result**  
Together with the Lunar team, we accelerated the post frequency and injected more consistency into the overall content production. We saw an increased growth in reach, interactions and followers on both Instagram and TikTok. Together, we succeeded with co-sourcing and becoming an agile, day-to-day partner for the Lunar team. We constantly sought new ways to communicate the complex topic of finance, and received mentions for our efforts on both Instagram and TikTok.



LUNAR®



Case  
NEYE

# NEYE fits every journey

**Deliverables**  
Brand Analysis  
Customer Journey  
Customer Insights

**Transition challenge**  
Never a brand to stand still, NEYE wanted to reflect upon where it was in the present and where it should be going to ensure relevance among existing customers and to attract new ones. Vital questions included: Which consumers should NEYE focus on? How can NEYE maintain relevance among them now and in the future? Where does NEYE need to be visible? Which initiatives should NEYE prioritise?

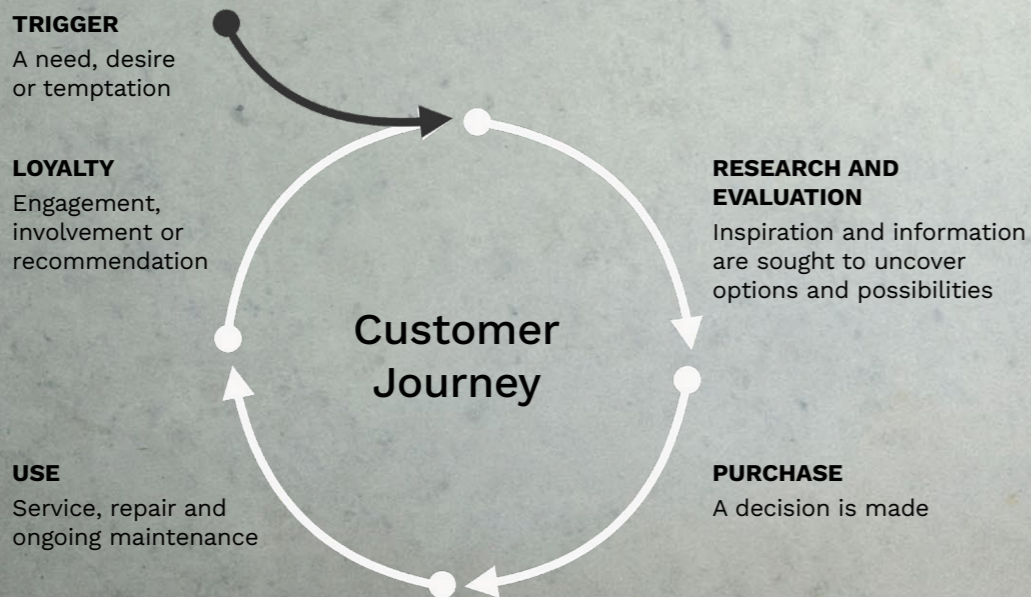
**Solution**  
A total of 14 in-depth interviews and 50 observational, on-the-spot interviews were conducted across the country. Building on findings, Sunrise surveyed more than 1,000 nationally representative customers and 1,300 of NEYE's existing customers. The findings

were converted into a broad understanding of NEYE's most valuable customer segments, a map of their buying journeys and a foundation for the management team to further build its strategy upon.

**Result**  
NEYE gained a detailed understanding of its existing and potential customers, including key insights relating to each phase of the journey. Furthermore, drivers and barriers outlining issues, opportunities and performance compared to competitors were delivered. The insights were followed up with a number of recommendations to support the strategic work of NEYE's management team to help transition the brand successfully within the category.

*"Sunrise's approach has given us valuable insights into the customers' experiences before, during and after a purchase within the category, including the challenges consumers face in each of the buying phases and how NEYE is performing across the customer journey. The insights have helped us understand where NEYE is performing well and where to enhance, and which phases to prioritise and focus on to optimise our strategic investments"*

Camilla Raffnsøe, CEO, NEYE



Case  
ZOO

# Conservation for the Kids

**Deliverables**  
Communication Concept  
Campaign Development  
Film  
Social Media Execution

**Transition challenge**  
ZOO in Copenhagen is known to all Danes. It is a place families have enjoyed for decades. But the zoo is also a place people quickly forget about. After all, if you've seen the lions once, why come again?

ZOO could see this behavior in the visitor numbers. So how could we get the target audience to visit the ZOO more often? The more guests visiting ZOO, the more effective ZOO can be in educating people and spreading its message of nature conservation.

**Solution**  
ZOO needed a creative concept that could speak to the kids and, at the same time, tell all the good stories about how it was created to promote nature conservation. In close collaboration with ZOO, Sunrise recommended the development of a kids club. In the ZOO Children's Club, the kids meet Pelle, the panda, and Kaya, the kangaroo. The two friends invite kids to year-round fun, games, and entertainment at at ZOO. Zookeepers are also always present to tell stories about what's going on at the zoo.

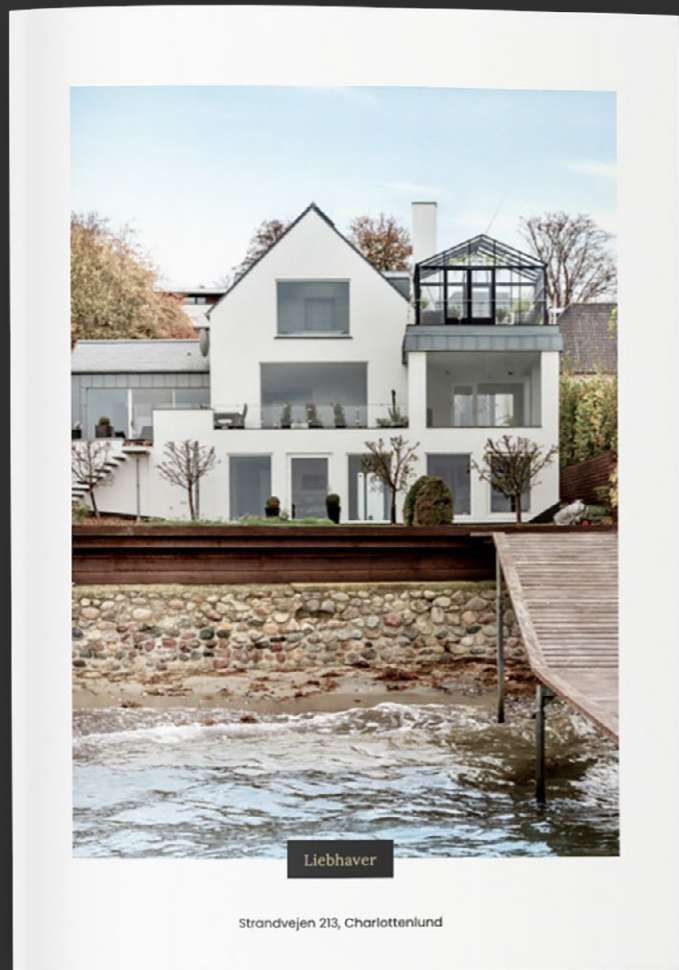
**Result**  
ZOO now has a concept that can be used for campaigns across various media channels. Pelle and Kaya have become well-known figures among the young children, and the children's club has gained lots of new members, thus ensuring increased traffic to the zoo.



Case  
danbolig

# Appealing to high-end real estate expectations

**Deliverables**  
Communication Concept  
Campaign Development  
Advertising



Strandvejen 213, Charlottenlund

**Transition challenge**

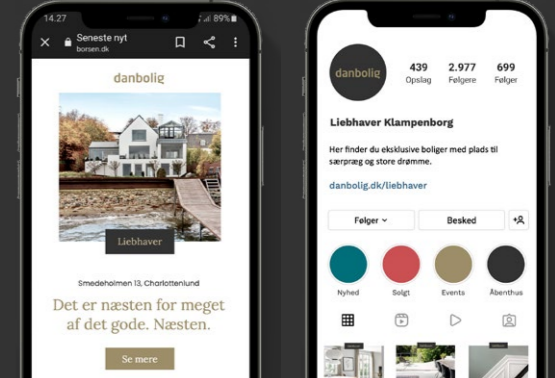
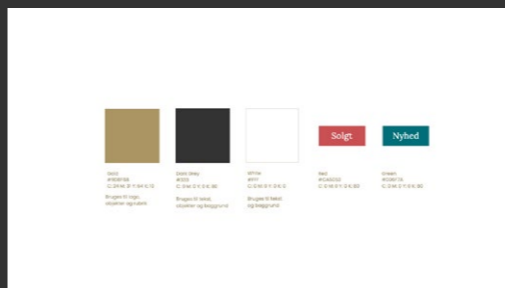
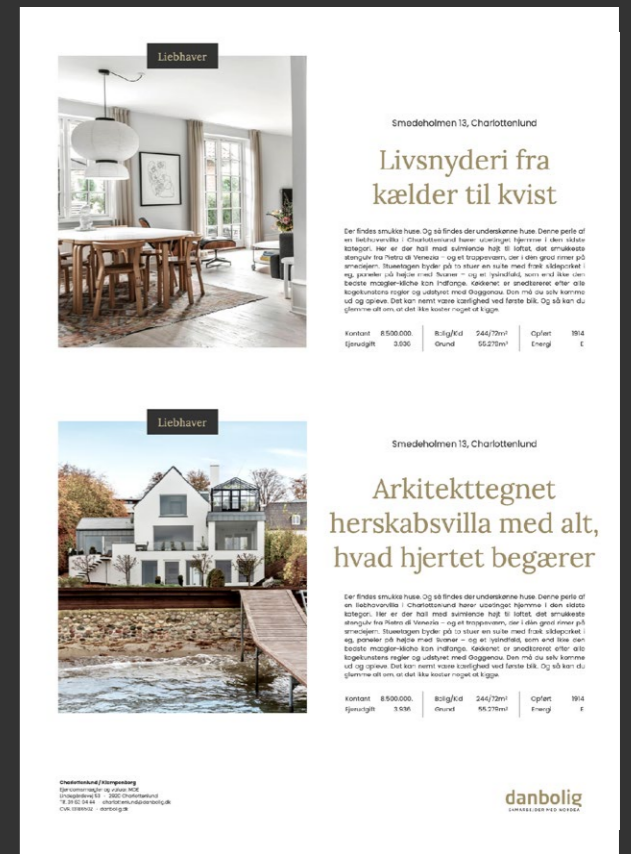
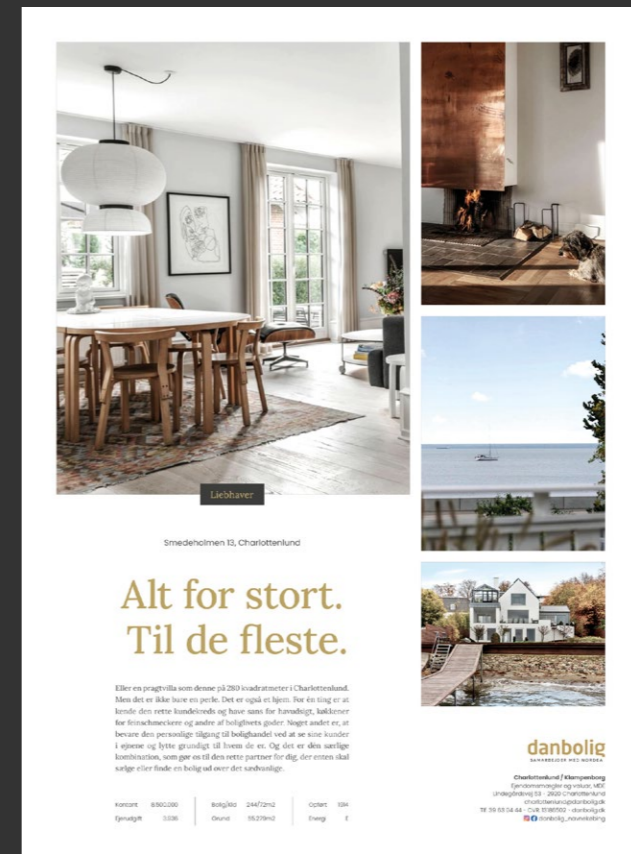
Based on its existing position of strength in the everyday real estate market, danbolig wanted to capture more market share among the high-end buyer segment. This required an even more distinct communication concept as buyers in this specific segment have very particular expectations of how brands should look and act.

**Solution**

Based on qualitative in-depth interviews with danbolig real estate agents, it became clear that to become relevant within the high-end segment, high-end expectations for exclusivity had to be fulfilled. However, due to danbolig's primary focus on the regular real estate market, it was important not to compromise the existing, strong identity. The necessary approach was to remain true to danbolig's DNA with a new high-end concept while keeping its well-known personal approach.

**Result**

The new liebhaver concept was established through a new tonality, logo, colours, typography, image style and design elements. With the new liebhaver concept, danbolig and its 150 real estate agents gained an even better position to appeal to the high-end customer segment – therefore expanding its brand perception and position.



Case  
FitnessX

# Join the conversation

## Deliverables

Communication Concept  
Campaign Development  
Film  
Social Media Strategy  
Social Media Execution

## Transition challenge

How do you attract a younger generation that is heavily influenced by the digital world, contemporary body images and inclusivity to a gym? Gen Z and millennials demand fitness brands that have joined the conversation about identity politics, rather than brands flouting six-packs and bubble butts. With the need to create an entire brand from scratch, the road to peak performance was going to be demanding for FitnessX.

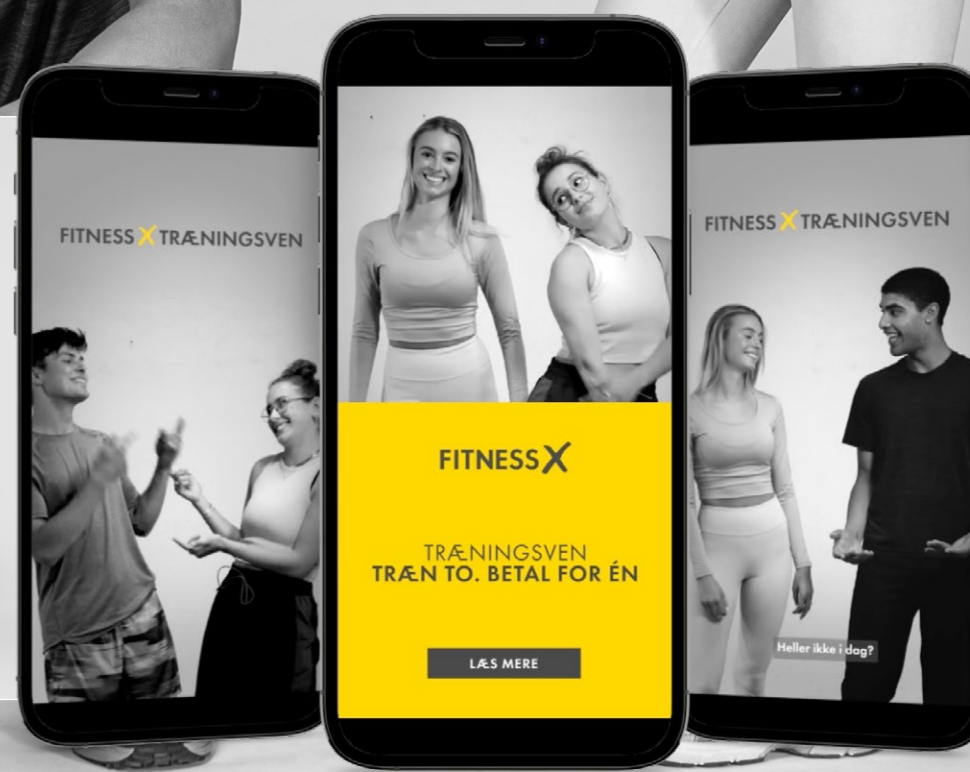
## Solution

Sunrise's analysis showed that people actually don't care about the number of locations a gym chain has, as they are more interested in a local fitness centre that can meet their needs. Moreover, the younger generation has largely moved on from superficial and objectifying body imagery, instead gravitating towards self-empowered, individual and realistic body imagery. These insights indicated the need for new product offers that could position FitnessX as a disrupter in the market. The solution was a new visual identity based on our insights that could be adapted to each FitnessX location, as well as a new concept called "Træningsven" ("Fitness Buddy").

## Result

To position FitnessX and "Træningsven", Sunrise developed a social strategy to address the target group on the social media they use with content that's on point for a generation that questions the status quo. Based on thorough research of the target group, Sunrise created more than 70 assets that can be used throughout the next year for split-tests/AB testing, allowing FitnessX to make data-driven decisions regarding content for its different target groups.

"Træningsven" allows people to give a free fitness membership to a friend, partner, colleague, child, neighbour or whoever else you want to train with.



FITNESSX

BTB

Cases

**Case**  
Novozymes

# Playful purpose activation

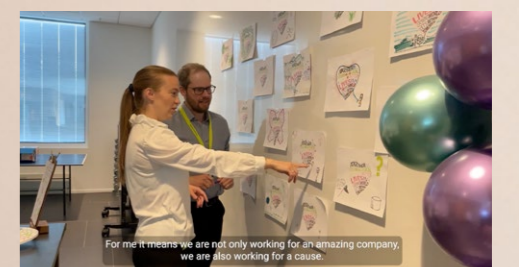
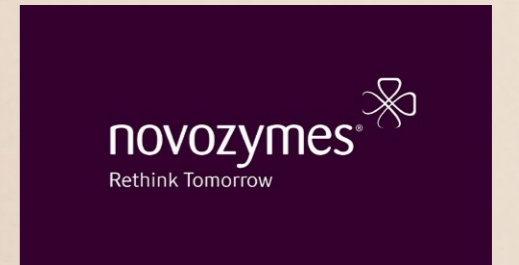
**Deliverables**  
Communication Concept  
Campaign Development  
Film

**Transition challenge**  
Novozymes' purpose is known throughout the entire company, but top management wanted to re-activate it for the most recently hired employees. Due to the separation created by corona, the new campaign had to reconnect people and strengthen internal community spirit. The campaign had to reach 6,500 employees across 37 locations in 19 countries and activate them in a playful and engaging way.

**Solution**  
In close collaboration with Novozymes, Sunrise landed on the campaign idea: "Draw with purpose". We gave everyone the opportunity to draw on a simple piece of paper with the outline of the Novozymes purpose diagram printed on it. Every employee's drawn contribution was collected and edited into a single purpose campaign film, with various employees from around the world explaining their drawings.

**Result**  
This solution created a campaign that explained the purpose of Novozymes and engaged 6,500 employees across the world. The campaign created a unifying, social activity for all employees, as well as an opportunity to reflect on and share their thoughts about Novozymes' purpose.

# Draw with purpose



Case  
TravelOperations

# Behind every great journey is a great insight

- Deliverables**
- Customer Journey
  - Customer Insights
  - Communication Concept
  - Advertising
  - Film
  - Visual Identity
  - Logo Design
  - Website

**Transition challenge**

TravelOperations faced a critical challenge in communicating the value of its offering to target audiences. Despite its proficiency in product communication, the company lacked a thorough understanding of its customers' needs and pain points, and therefore struggled to tailor its messaging to its various customer segments. This challenge was amplified by the fact that TravelOperations offers three different products – each aimed at different customer segments with unique preferences for communication channels. Moreover, the company's brand and its website did not accurately reflect its desired market-leading position, which hindered effective engagement with potential customers.

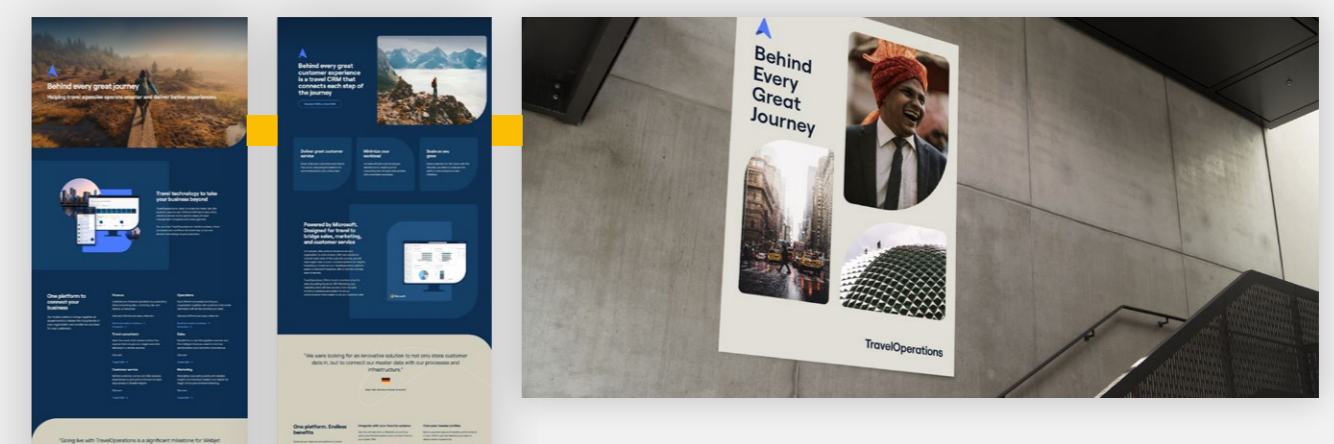
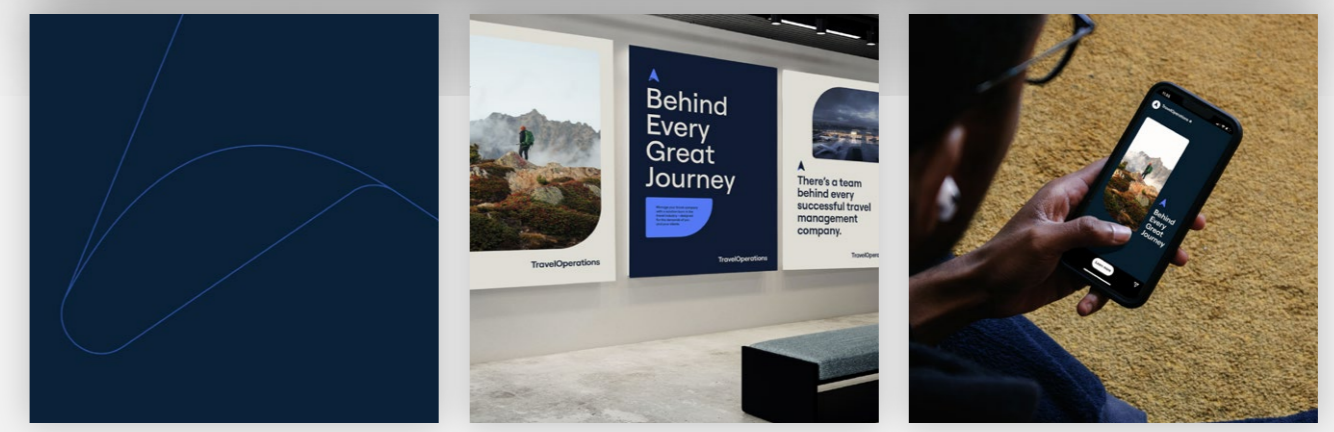
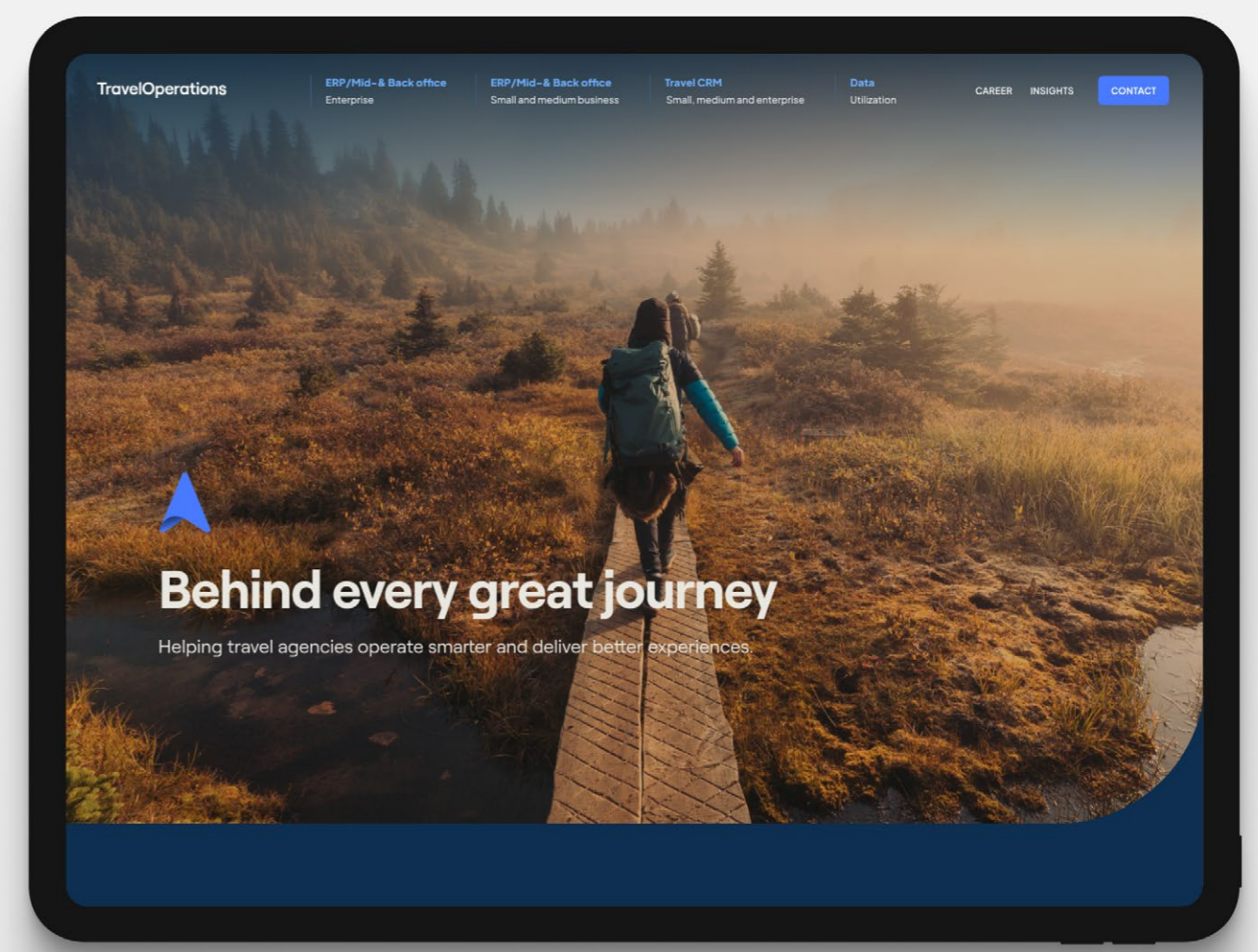
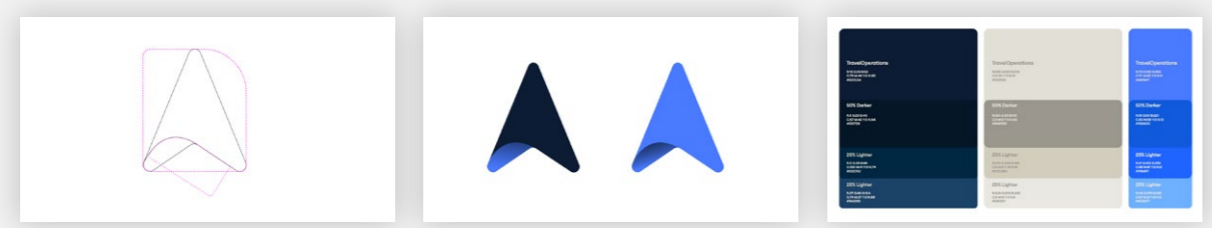
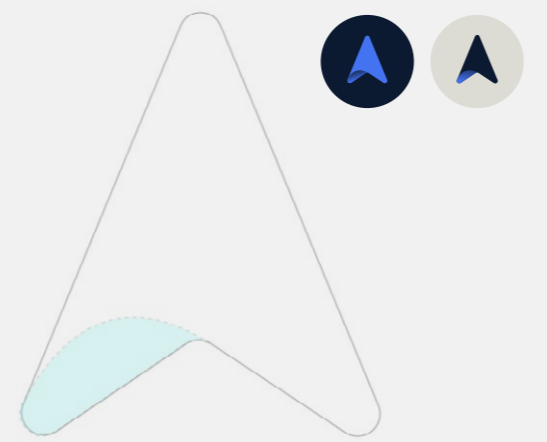
**Solution**

TravelOperations partnered with Sunrise to gain a deeper understanding of its potential customers and refine its messaging. Sunrise began with qualitative interviews to gather insights into the needs and preferences of the target audiences across the customer journey, including preferred channels and media. With this information, Sunrise created a messaging hierarchy for each stage of the communication funnel (awareness, consideration, and preference) and tailored it to each of the three customer segments.

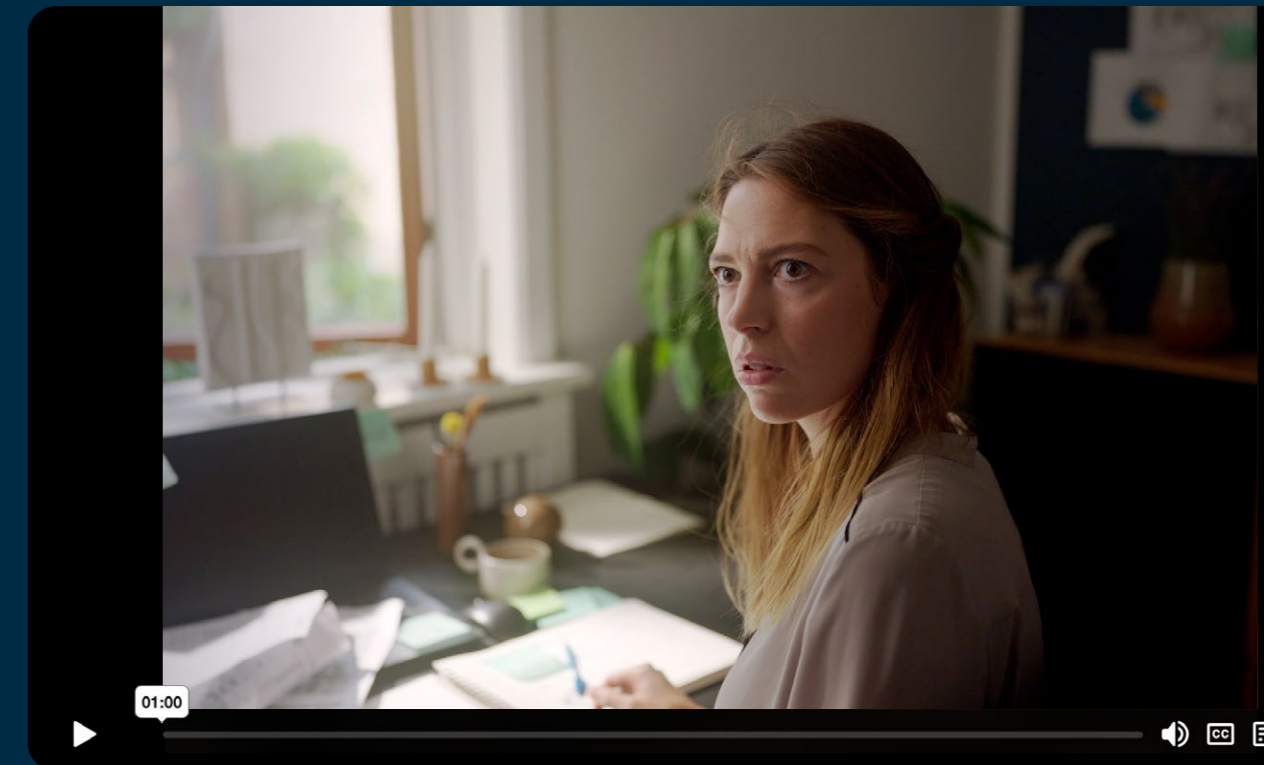
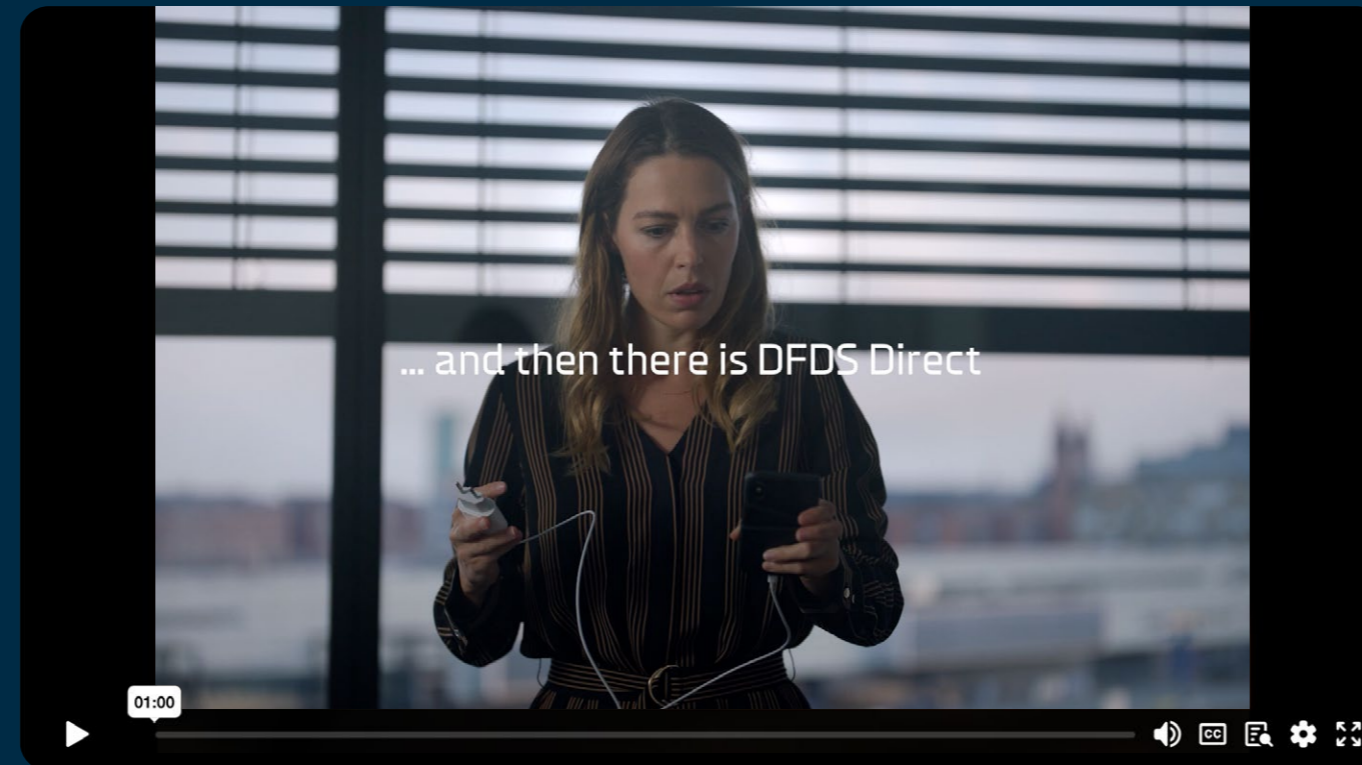
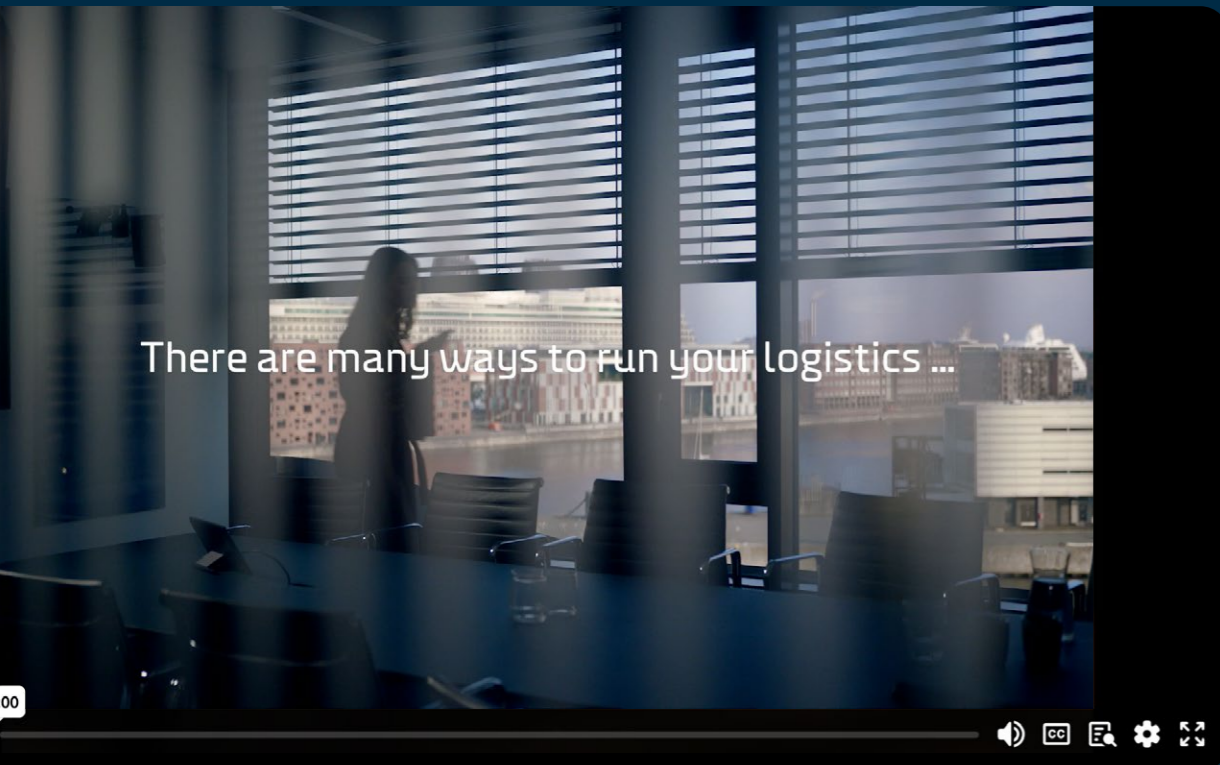
Using these insights, TravelOperations and Sunrise developed a new brand concept and visual identity that aligned with TravelOperations' market-leading aspirations. The updated branding was then implemented on the company website, ensuring a consistent and compelling customer experience.

**Result**

TravelOperations established its new brand concept: "Behind Every Great Journey." The concept embodies the valuable role of TravelOperations in facilitating its customers' growth journeys, supporting the company's internal journey, enabling employee career development, and facilitating travel for professionals around the world. The insights gathered through qualitative interviews were key to creating targeted messaging for each of TravelOperations' customer segments, accounting for customers' unique needs and pain points throughout the customer journey and across their preferred media channels. The new brand concept was applied to an updated brand platform, complete with a refreshed visual identity and a redesigned website. Additionally, new initiatives were identified to further enhance TravelOperations' market position.



# It's a hard life without DFDS Direct



## Deliverables

- Customer Insights
- Communication Concept
- Campaign Development
- Advertising
- Film
- Website
- UX
- UI
- Social Media Execution

## Transition challenge

The challenge for DFDS was to develop an effective but unique campaign to communicate the benefits of its logistics tool, DFDS Direct, in a more light-hearted way. In an industry associated with traditional communication methods and precise, 1-to-1 explanations of features, the objective for the campaign was to clearly communicate the overall advantages of DFDS Direct in a way that would bring a smile to the potential customer's lips.

## Solution

The solution was reached in close collaboration with DFDS. Together we developed a new customer-centric approach to communicating DFDS Direct by focusing on the overall customer benefits – eliminating stress and saving time.

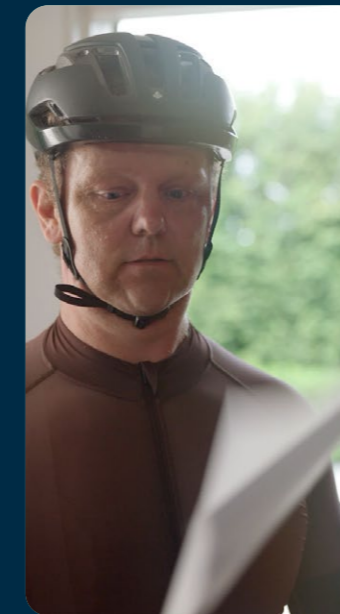
The most effective way to emphasise these benefits was not to show what it's like using DFDS Direct, but what it's like without it. This angle led to the creative concept: "There are many ways to run your logistics ... and then there is DFDS Direct".

## Result

Our work resulted in a campaign consisting of three hero films featuring Sophie, a logistics manager who consistently encounters unfortunate situations in her work that could easily be avoided by using DFDS Direct. Different from what it has done in the past, the campaign helped DFDS stand out from competitors and lay the foundation to adapt a customer-centric approach focused on communicating products in more unique ways going forward.



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Case  
Scaleup

# A complete revamp of one of Denmark's fastest growing tech companies

- Deliverables**
- Communication Platform
  - Communication Concept
  - Campaign Development
  - Film
  - Website
  - UX
  - UI
  - Social Media Strategy
  - Social Media Execution
  - Paid Social & Content Distribution
  - Inbound Marketing
  - CRM

**Transition challenge**

Scaleup Finance aimed to accelerate sales and transition from relying primarily on referrals (95%) to a more scalable solution to continually fill the pipeline with new leads. At the same time, it wanted a clear strategy for a successful entry to the UK market. But to accelerate sales and drive short- and long-term commercial growth, there had to be focus on Scaleup Finance's brand identity and messaging, as well as the company's overall brand and marketing approach.

**Solution**

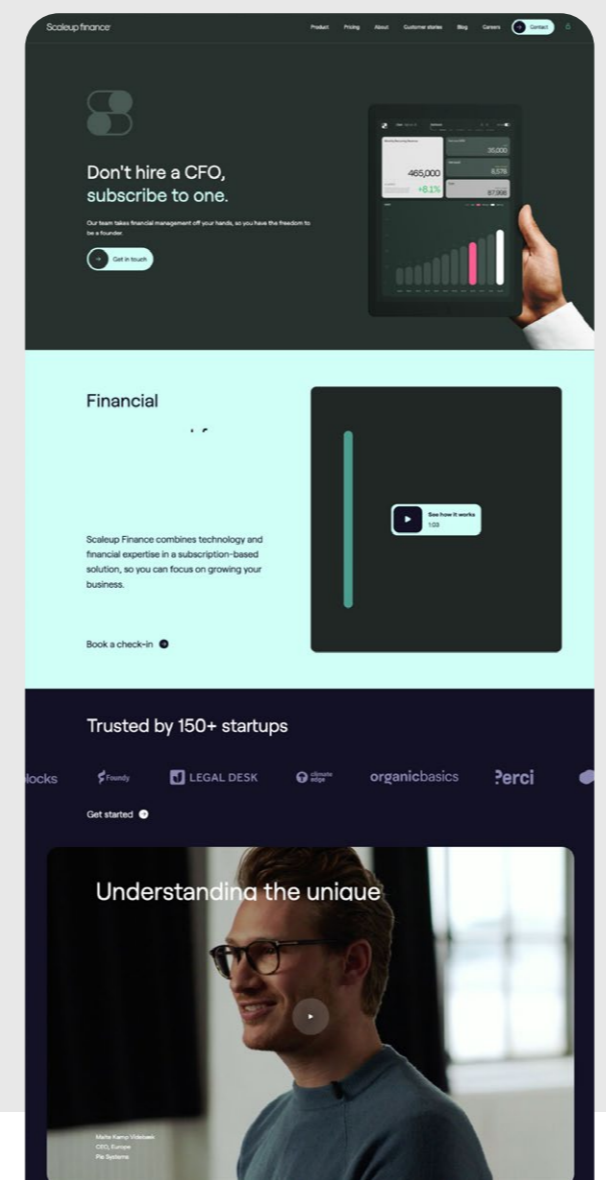
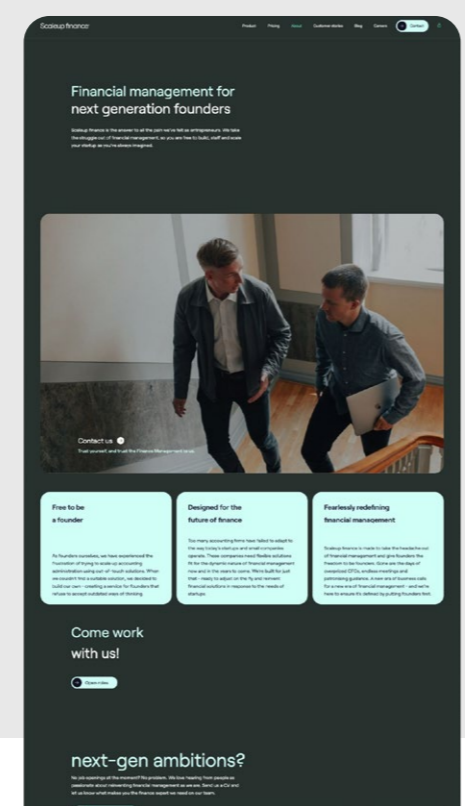
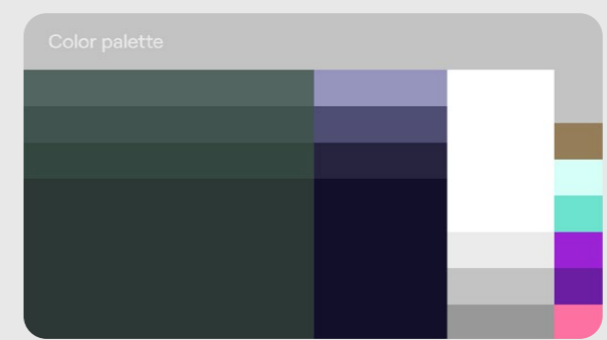
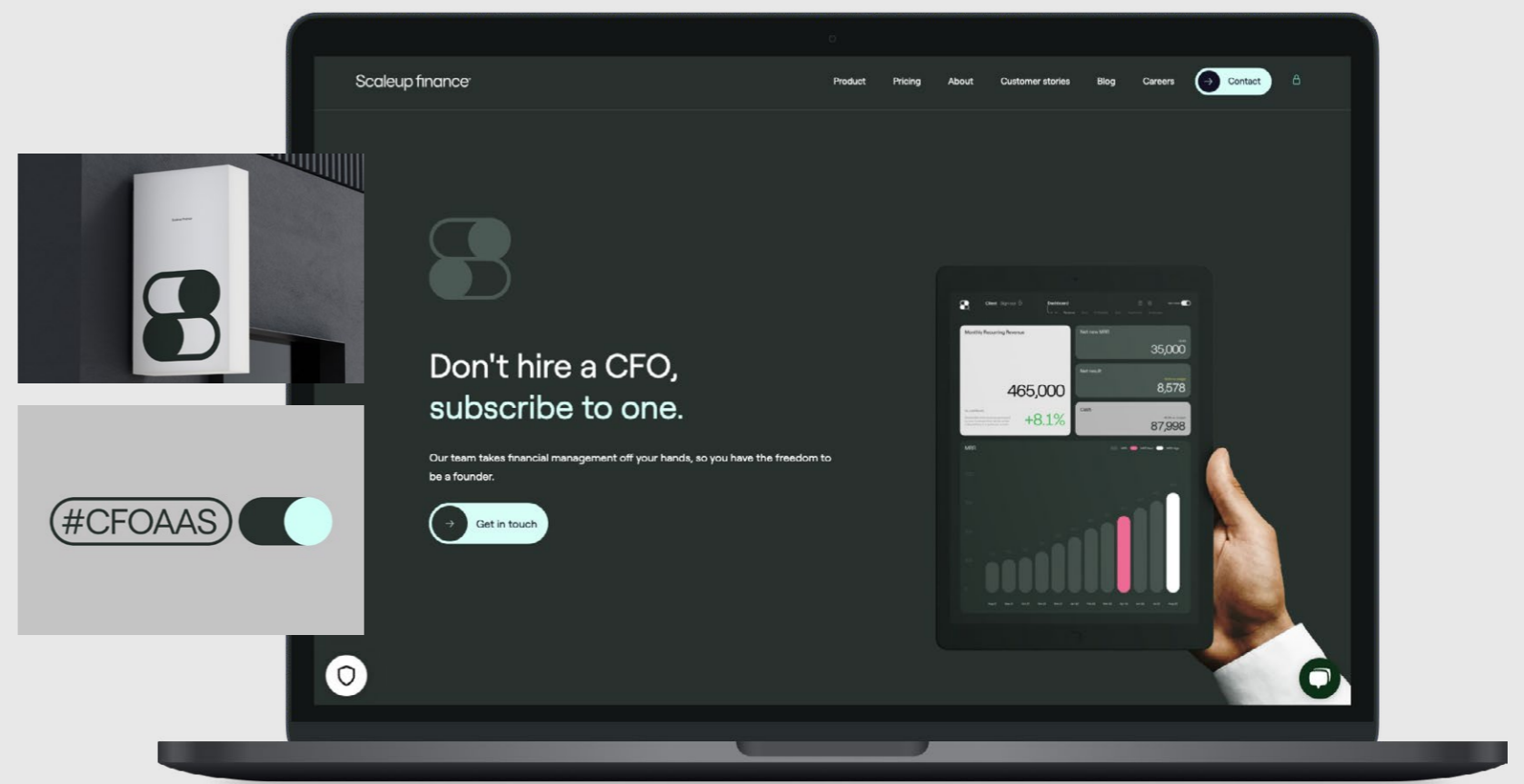
Sunrise was Commercial Lead for developing the go-to-market plans and roadmaps together with the Scaleup Finance team. T for Troels and Tyge Vonsbæk developed a new brand strategy and a comprehensive brand identity: new logo mark, typography, colour schemes, design assets, grids, brand narrative, key messaging, marketing concepts, motions concepts, product UI and web design. Sunrise was Marketing Activation Lead and handled all the marketing activation of the new brand strategy including:

- Launching the new website
- Social media and content strategy
- Paid Social such as traffic and lead-optimised lead ads (primarily on LinkedIn)
- Advanced HubSpot integrations, data structure and sales handling (uniting marketing and sales)
- Content and film production

**Result**

Scaleup Finance now has a distinctive identity and a well-orchestrated brand and marketing strategy that fits its ambition and position as an industry game changer.

The fast-growing company has seen high performance and impact in the Danish and UK markets. Today only 10% of sales are referrals (compared to 95% before), while marketing is one of the main drivers for filling the sales pipeline with new leads. This has made its marketing approach more scalable and suitable for fast growth.



Case  
Forenede

# A holistic brand renewal

## Deliverables

- Communication Platform
- Visual Identity
- Logo Design
- Product Design
- Website
- Digital Identity
- UX
- UI
- Inbound Marketing
- Custom Solutions
- CRM

## Transition challenge

With two very different business areas in different markets and a strong emotional legacy tied to the existing corporate platform, Forenede's brand was not equipped for the current challenges it faced. The company needed to focus on a holistic brand renewal. It was vital for the new brand to be clearly understood across the business in Sweden and Denmark, and by the different target audiences spread across the public and private sectors.

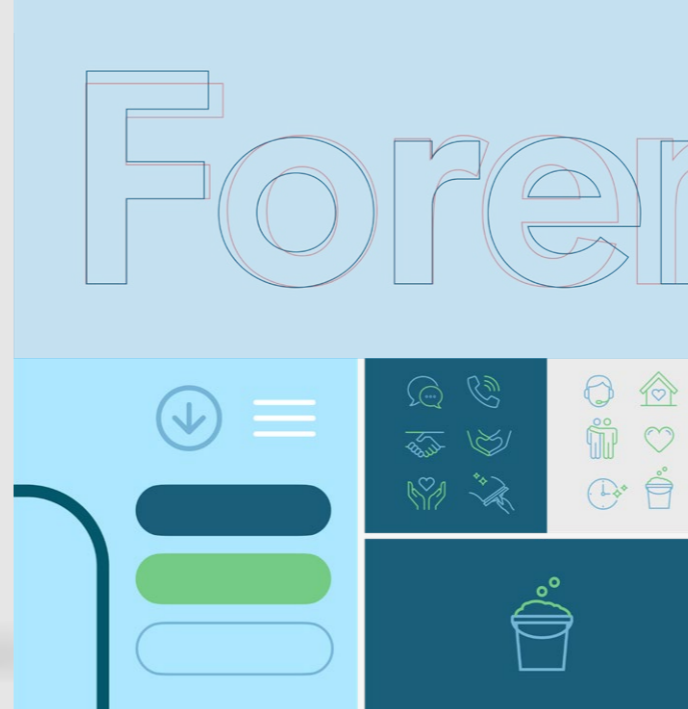
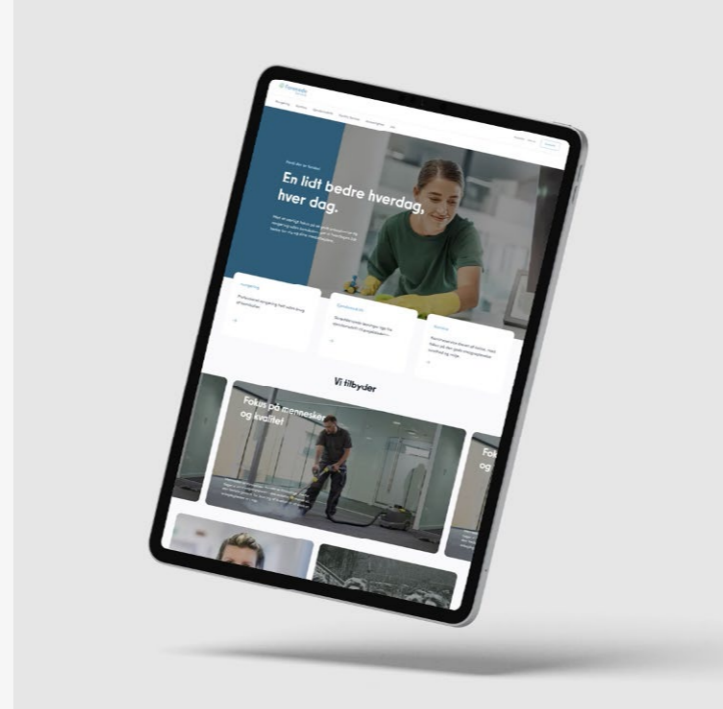
## Solution

Sunrise began by describing everything that makes up Forenede – unpacking its core narrative and unique values. This task included both extensive external and internal research and workshoping to build empathy with customers, employees, the board, and owners. Once these fundamentals were in place, we were able to develop a new, dynamic tagline and a fresh visual expression including a new logo. With this new CVI, Sunrise developed five individually linked

websites across countries and business areas with a clear hierarchy and a common visual identity. Furthermore, the user experience of the websites was optimised to drive sales activities through lead generation across the group and customer touchpoints.

## Result

The work resulted in a strong new strategic direction for the group with a clear vision and ambition for the future. As the primary objective was to develop a strategic direction that was both meaningful to the target audiences and worked for the group internally, we developed a creative framework "Forenede – Fordi der er forskel" (Forenede – Because there's a difference). The result was a unified and unique platform for the entire Forenede Group. A platform that unlocked synergies across five stunning, individually linked websites. Both platform and websites worked regardless of country, language, industry, and target audience – with a clear brand identity, hierarchy, visual expression, and user experience.



**Case**

Copenhagen  
Capacity

# The Future Generator

**Deliverables**

Social Media Execution  
Website  
Visual Identity  
Logo Design  
Communication Concept

**Transition challenge**

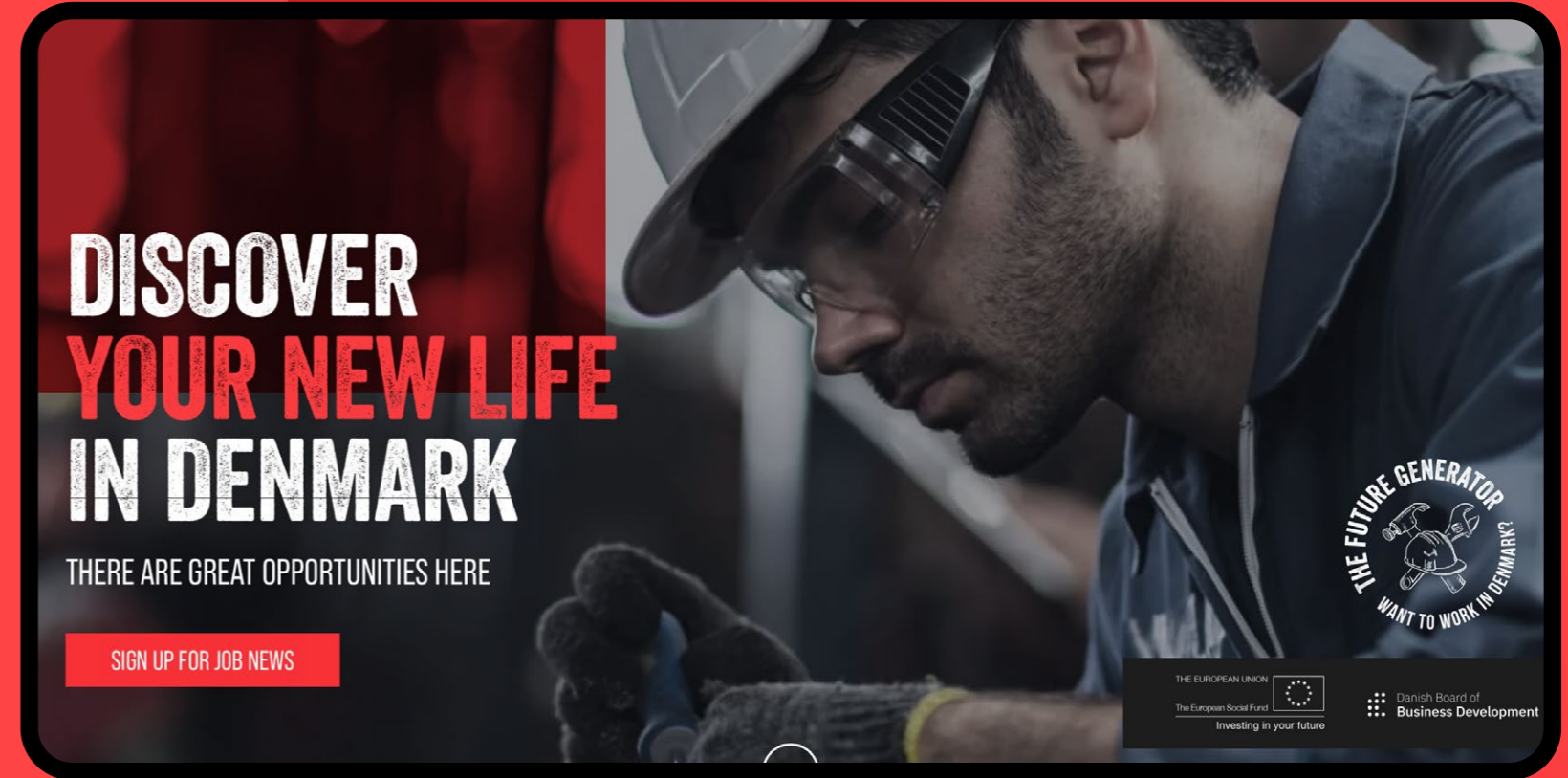
With increasing competition for skilled competencies across Europe, Denmark needed the right communication concept to create international awareness and position Denmark as a place to relocate to.

**Solution**

Based on multiple focus groups with skilled workers across Europe, we developed a customer-centric campaign concept and produced engaging content for social media. We also created a campaign site, testimonial films to reassure the target audience, and personalised landing pages to drive traffic and help people take the final step towards a skilled job in Denmark.

**Result**

The idea of The Future Generator is to give international talents a digital glimpse of their future life in Denmark's skilled labor workforce. The campaign has racked up close to 600,000 impressions, 96,000 unique website visitors, 50,000 job clicks, 3,200 subscribers to Danish job news and 3,000 job applications from skilled professionals across Europe.



Case  
SynergyXR

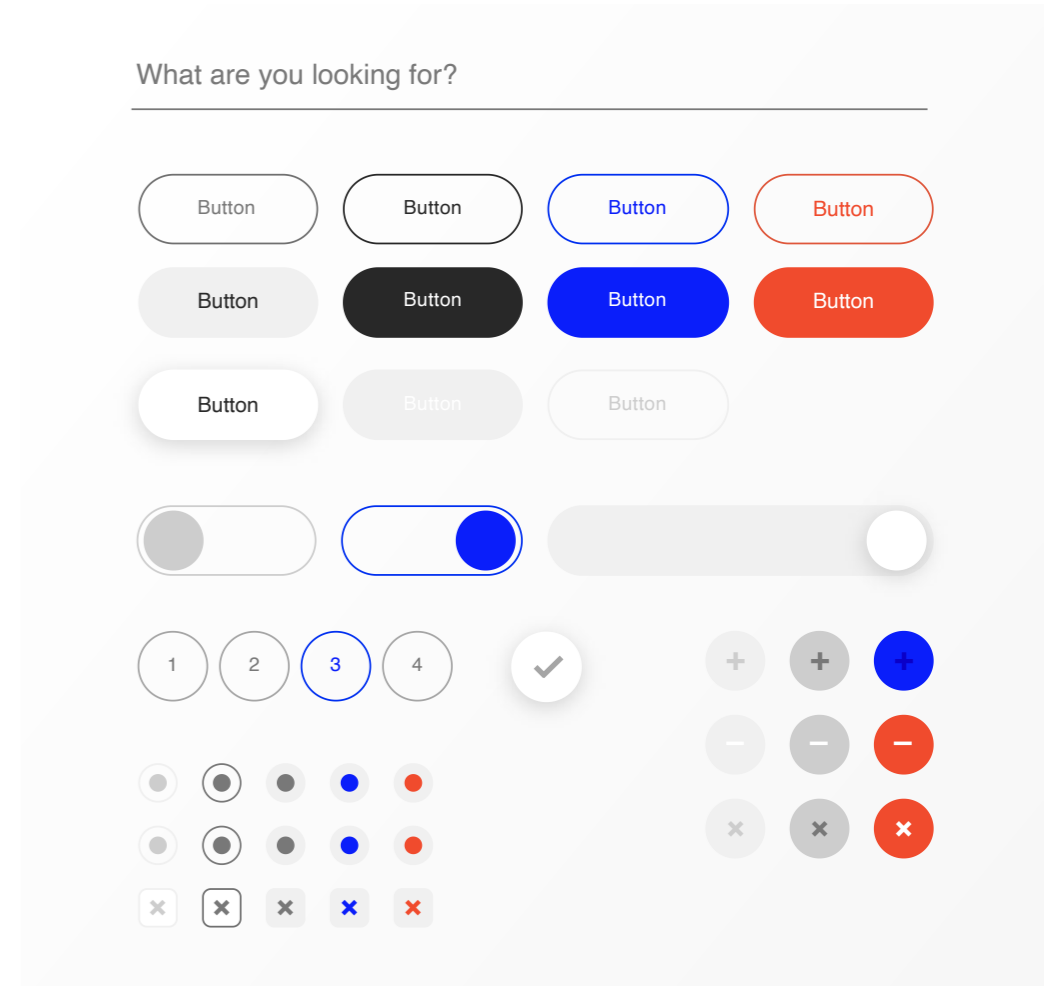
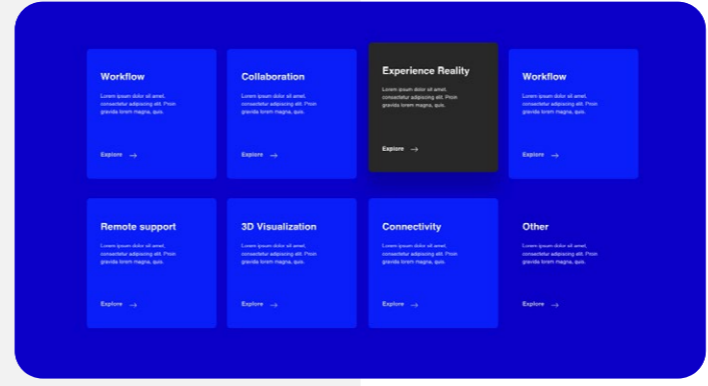
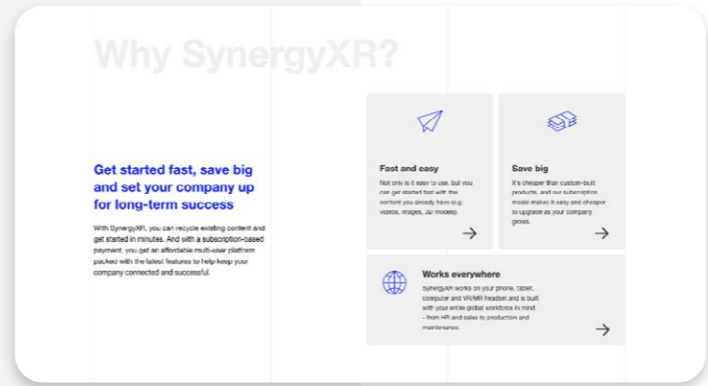
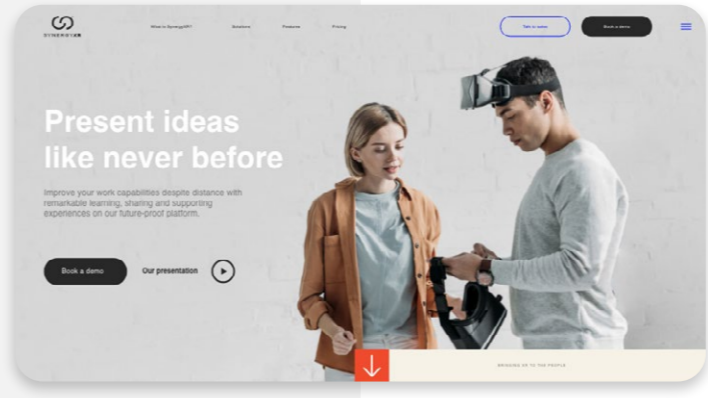
# Optimised for awareness

**Deliverables**  
Inbound Marketing  
CRM  
Website  
Brand Analysis  
Persona Development  
UX  
UI

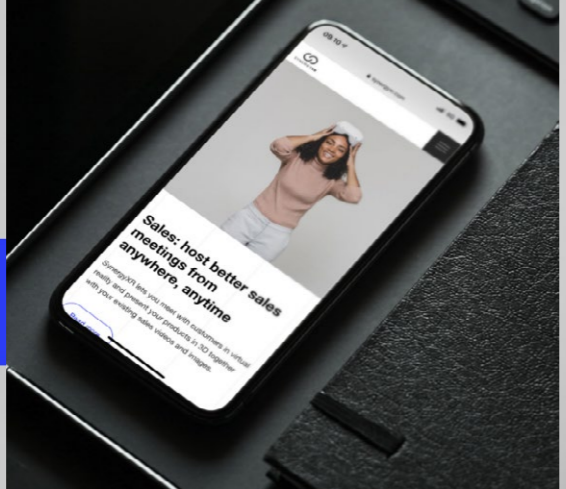
**Transition challenge**  
With augmented and virtual reality (XR) being emerging technologies, market education, awareness of the Synergy XR brand and demand for its product were all low. A rebrand was therefore needed to establish Synergy XR as the preferred choice for extended reality solutions for business. With a new CMO at the helm, the company set out to build a marketing function from scratch. It required a strategic brand and marketing approach to shift from adhoc decision-making to a more robust, comprehensive approach that could craft a meaningful global brand and drive long-term demand. In short, the goal was to create the right conditions for rapid growth and scalability through a strong lead pipeline for sales.

**Solution**  
SynergyXR identified key buyer personas, leveraging its motivations, pains and gains to re-calibrate the brand platform. This included altering the narrative, value proposition and visual identity, as well as the key objectives that would define success. Moving from strategy to tactics, we formulated a thorough inbound plan – tailoring a customer-centric funnel, tech stack and ecosystem of marketing assets with the website as the epicentre to drive sustainable demand.

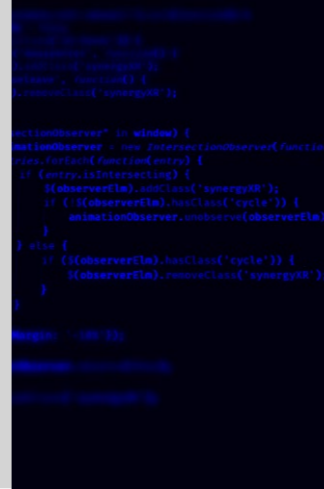
**Result**  
A stunning new website, customer-centric inbound plan and funnel, as well as engaging content optimised for awareness, comprehension, and consideration. The entire package supports SynergyXR's brand position as an industry thought-leader and drives more quality leads into the pipeline to contribute to its yearly revenue targets.



**We've made it ridiculously easy for you to start using virtual and augmented reality.**



The future of work. Today.



Case  
Hafnia

# World Wide Water

### Deliverables

- Visual Design
- Logo Design
- Website
- Analytics & Optimisation
- Digital Identity
- UX
- UI
- Social Media Execution
- Social Strategy

### Transition challenge

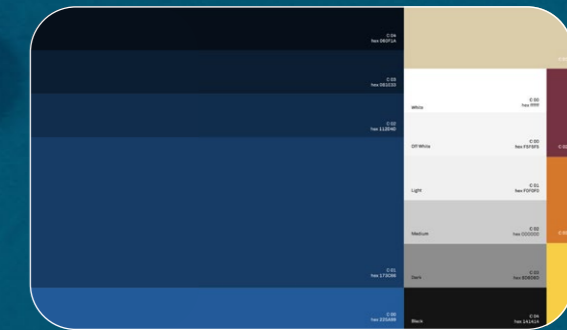
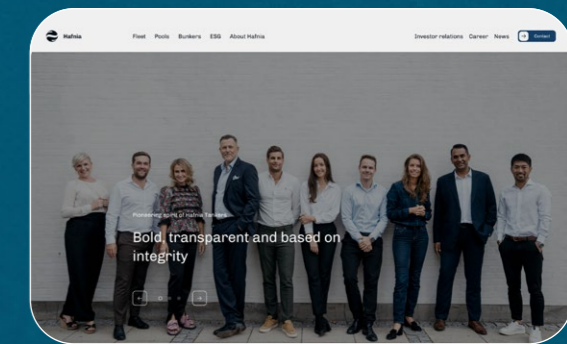
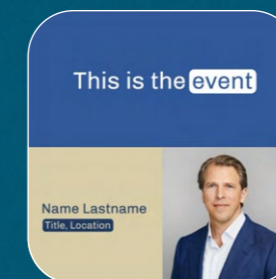
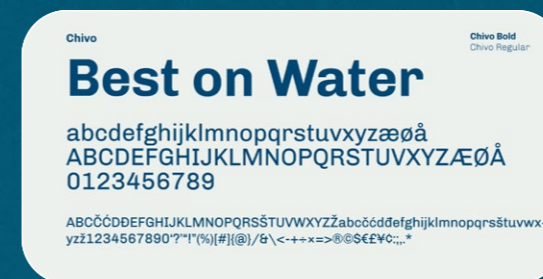
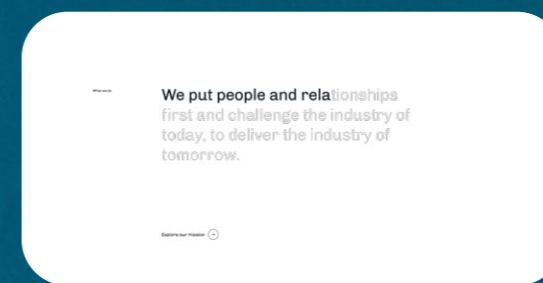
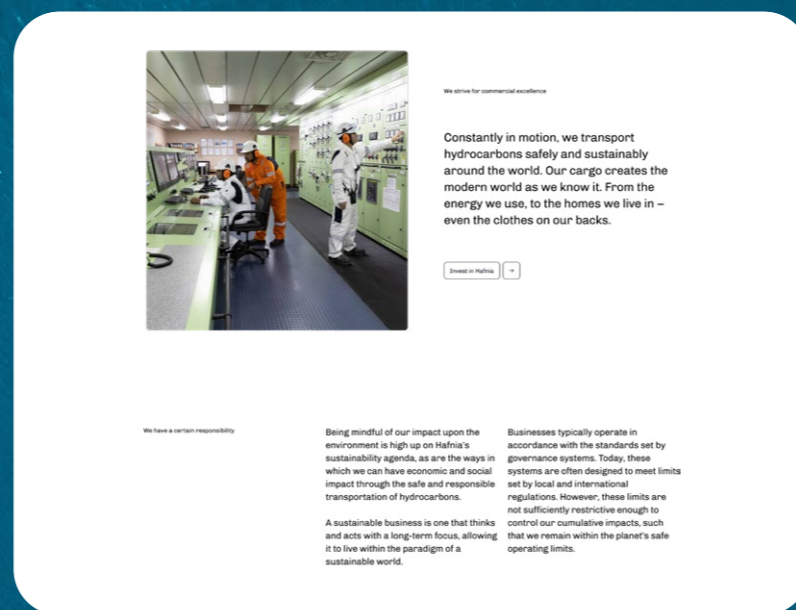
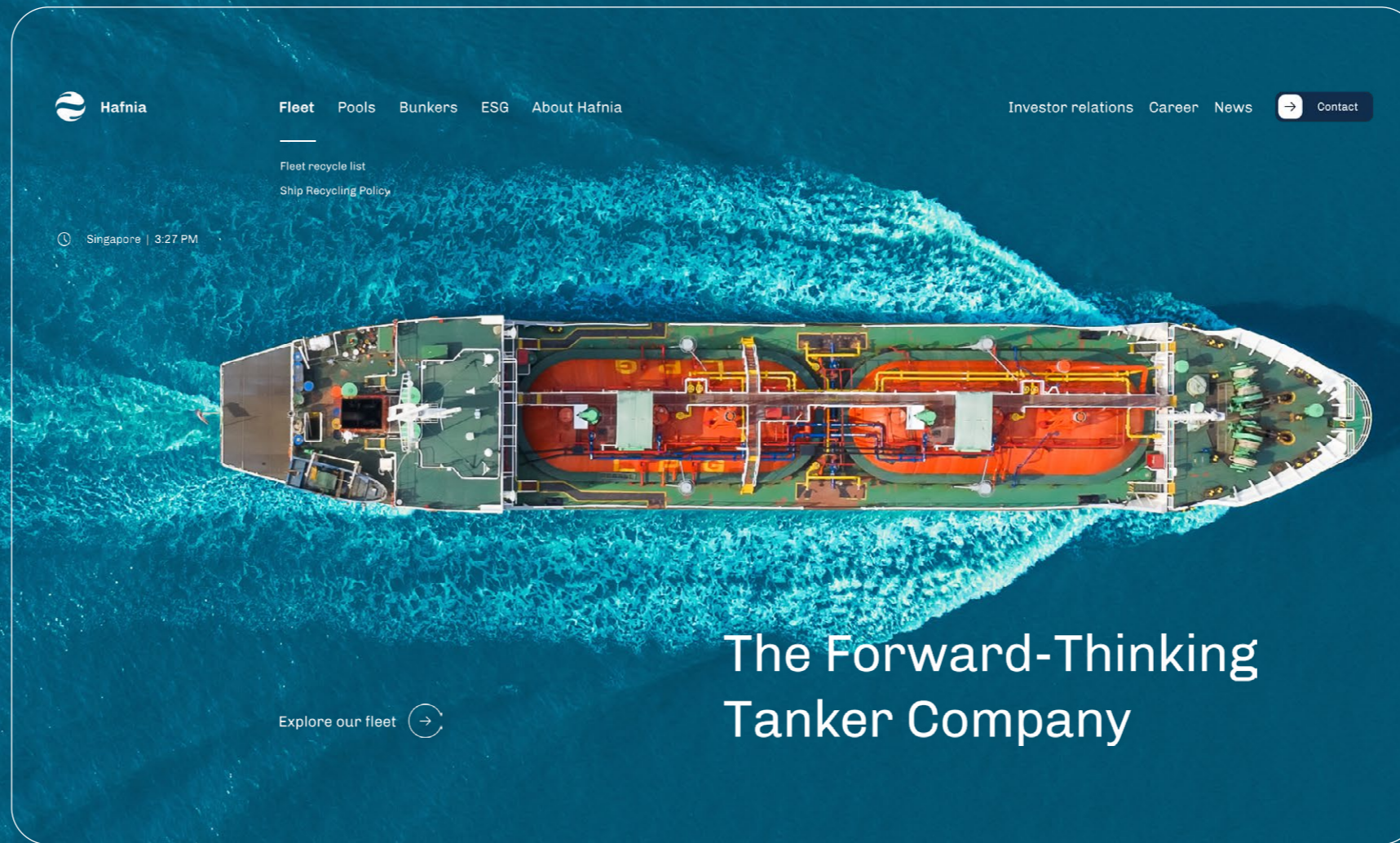
Hafnia needed to shift focus from an information heavy and investor-oriented digital landscape towards a presence that supports its people and incorporates an ESG-centred strategy. It also needed to distance its brand from one of its major investors and become more independent in the product-tanker market.

### Solution

Hafnia's website had grown to have too many pages and an information architecture that was difficult for visitors to understand. In close collaboration with the Hafnia team, Sunrise reframed the content strategy to make the site easier to navigate and ensure a stronger focus on Hafnia's offering and people-first approach. Sunrise also updated Hafnia's visual identity to match the company's forward-moving culture.

### Result

Hafnia's website and digital CVI are now modern and engaging, with imagery and content that tell the story of a company that wants to do things its own way in a conservative industry usually bound by traditions. We reduced the amount of content on the website by 73%, created a dedicated space for investor relations and replaced most of the classic vessel photos with images of Hafnia's people to highlight its "people first" approach.



Explore our fleet →



About Hafnia →

→ Get office details

▶ Our mission explained 00:38



Case  
KOMPAN

# Playgrounds from the customer's point of view

## Deliverables

- Persona Development
- Customer Journey
- Customer Insights
- Communication Platform
- Film
- Social Media Strategy
- Website
- Digital Identity
- UX
- UI

## Transition challenge

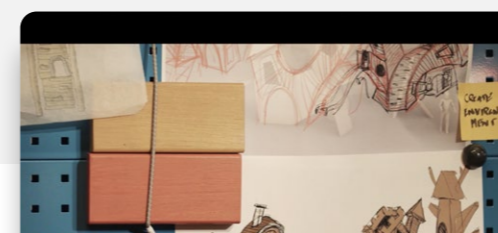
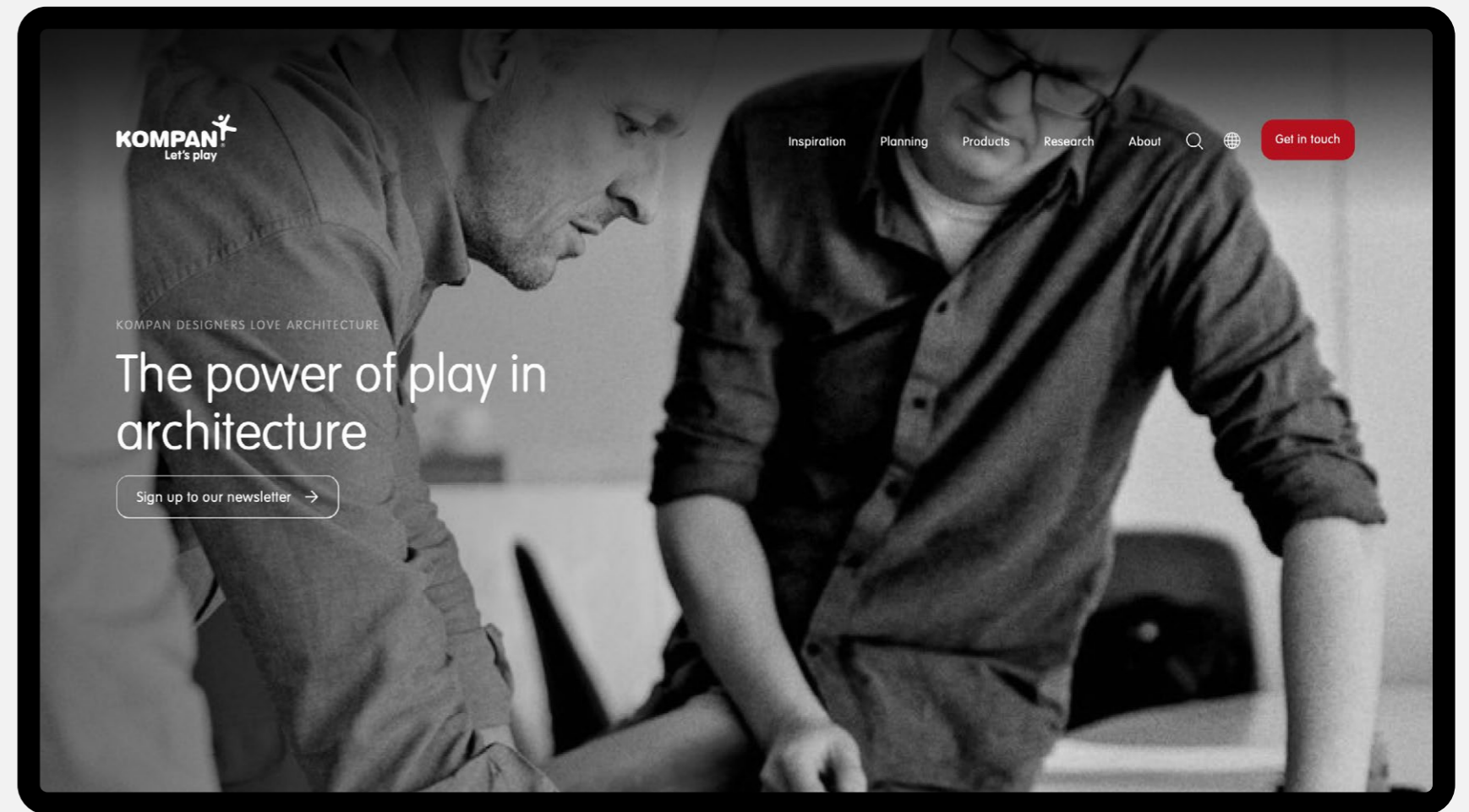
The global market leader within playground and outdoor fitness equipment, KOMPAN, has many different customers with varying needs, pain points and behaviours, making it hard to know what triggers them, what they are looking for, and which channels they use to search for inspiration. KOMPAN wanted to take a new customer-centric approach to its sales and marketing, starting with getting to know its customers in-depth.

## Solution

Based on a global insights study, KOMPAN and Sunrise gained an in-depth understanding of the customer journey for the landscape architect segment through persona descriptions, details on how to target them and how to prioritise future initiatives. Together with KOMPAN, Sunrise identified the three most important action points – a global social media strategy, an updated inspiration landing page for architects, and new sales material.

## Result

To better communicate to customers, the social media strategy was established to build a bigger presence on Pinterest and Instagram and defined how to share inspirational pictures of projects, situations, and topics to create dialogue and engagement. The landing page was created and updated with more emphasis on inspirational nature pictures, natural materials, and sustainability. It furthermore resulted in an updated landscape architect sales presentation, with more attention on sustainability and the needs and pain points of landscape architects. With these initiatives, KOMPAN will, over time, be able to fully optimise its services to leverage its global marketing and sales materials across channels and platforms.



**Case**  
Universal Robots

# From robot manufacturer to market leader

**Deliverables**  
Communication Platform  
Communication Concept  
Campaign Development  
Advertising  
Film

**Transition challenge**  
Like any company experiencing double to triple digit top line and employee growth year in and year out, setting up shop in new markets and getting distributors on board, Universal Robots realised they had reached a point where it was time to take their branding and marketing efforts to the next level. In other words, it was time to calibrate and consolidate.

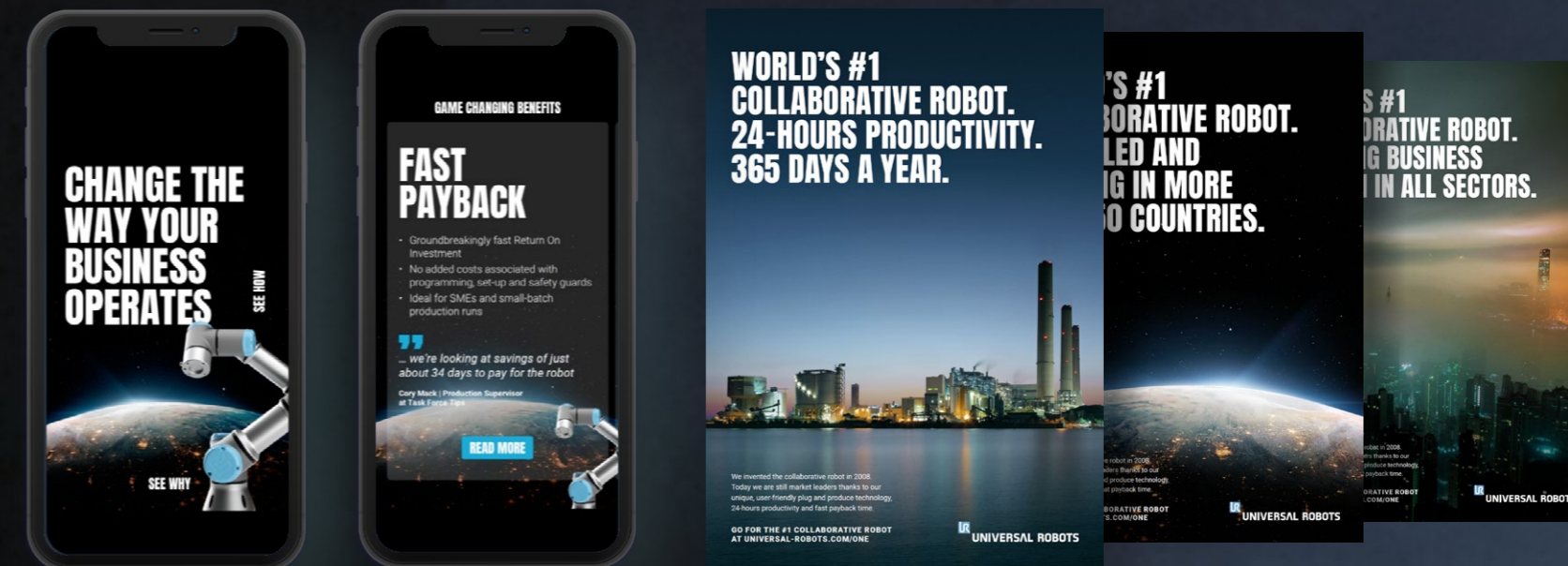
The management at UR decided that to continue strengthening the organisation needed a marketing-focused transition. With the mindset of creating one brand, one look and one message, the following goals were set:

- 1) A harmonious and consistent brand experience
- 2) Global control and coordination of marketing effort for maximised impact
- 3) Standardisation of processes, technology, and strategy
- 4) Comparable data and KPIs across markets and channels

The goal was to create a brand platform based on the DNA of Universal Robots. This meant taking its “what,” “why,” and “how” and translating into a platform that could tell a consistent story globally.

Combining company, target group, and market insights, the essence of Universal Robots was distilled into a value proposition and position to form the basis of an exclusive brand story with the purpose of “Empowering People”. More than just automation, Universal Robots changes how people work and live around the globe by empowering their ideas and dreams. This was a brand statement that UR as a company could stand for, that their customers would be attracted to, and that would stand out in the market as truly distinct.

**Result**  
The result – based on one brand, one look, one message – was “Empowering People”. For obvious reasons, the brand transition is an ongoing task that requires constant efforts to grow the brand in the hearts and minds of customers and drive business. Yet, the results of the collaboration between Sunrise and UR can clearly be seen. At all levels of the organisation, “brand buy-in” can be seen as a result of our internal activation. This has created a close-knit internal movement that can be spread externally. A global brand experience with consistent form and expression has been created across all markets and touchpoints through numerous global campaigns and sales concepts.



**Solution**



Case  
G&O

# Smooth sailing with a multi-site solution

**Deliverables**

- Website
- Digital Identity
- Analytics & Optimisation
- UX
- UI
- CRM

**Transition challenge**

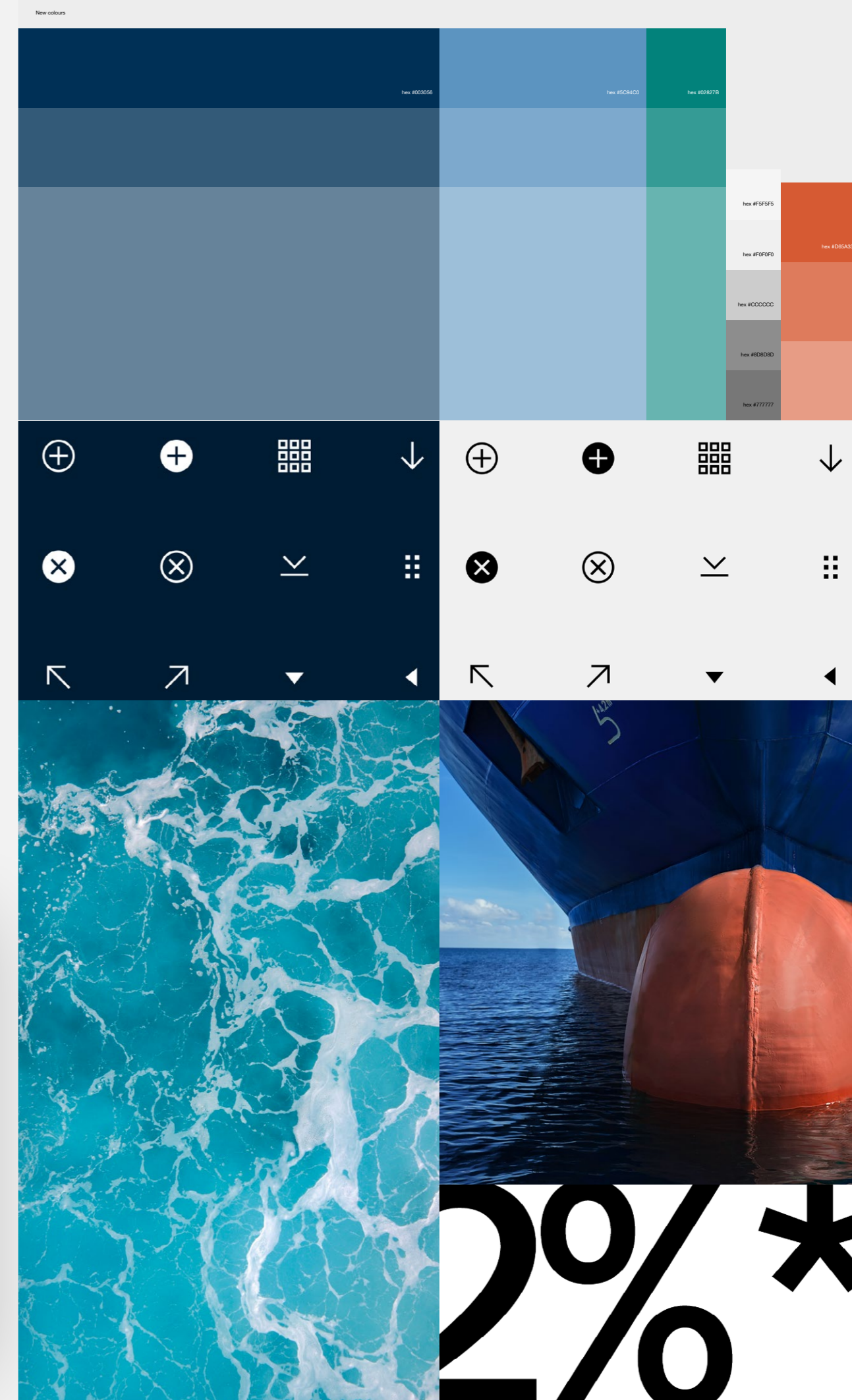
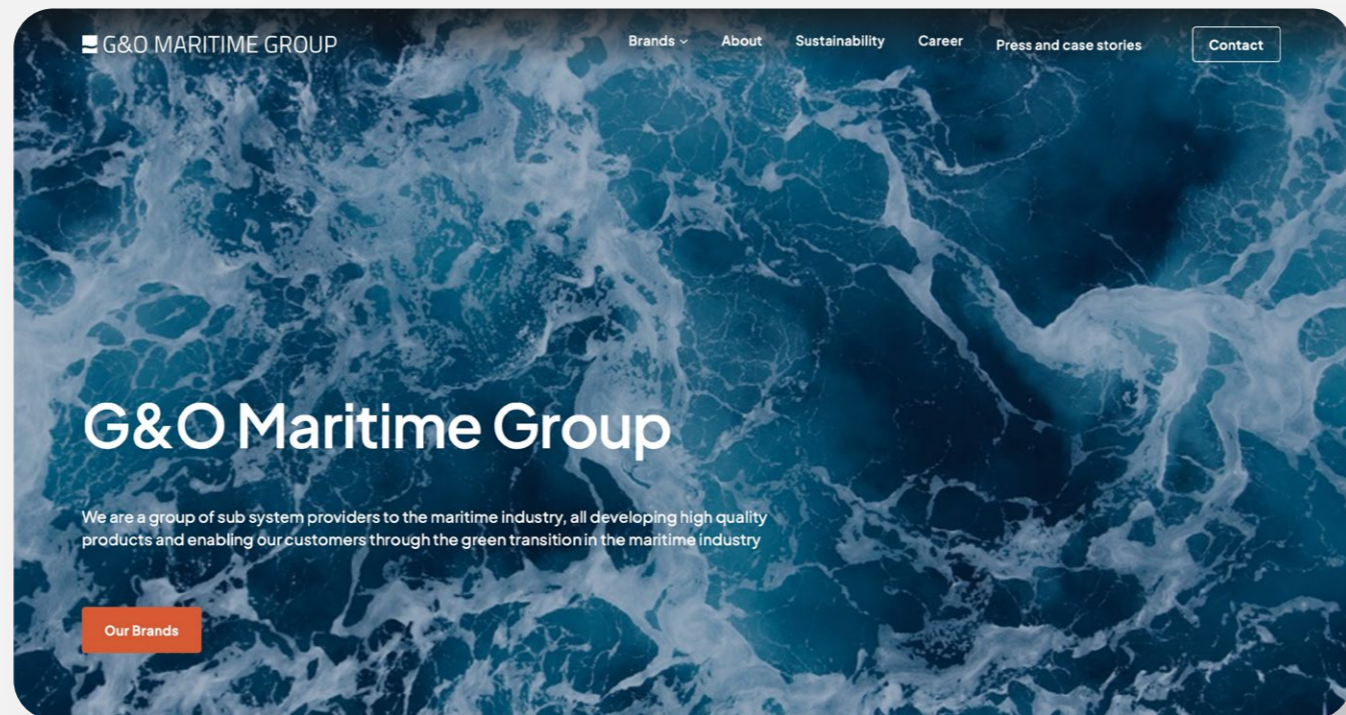
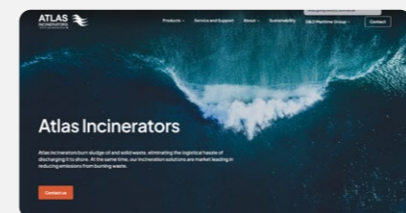
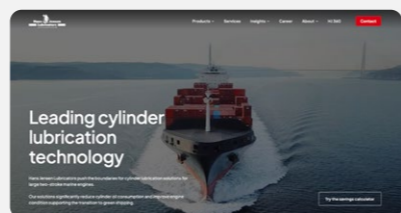
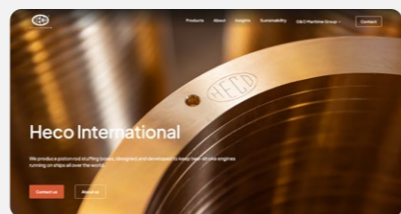
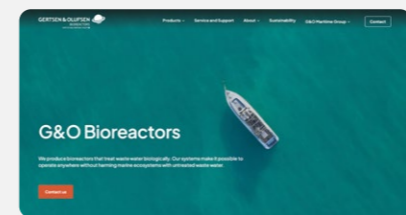
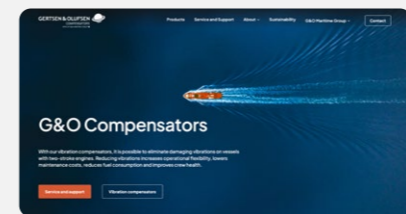
G&O Maritime Group, a collection of six niche companies serving the maritime industry, wanted to optimise its website and create a consistent visual expression across its sub-brands while also generating website leads that could collect its sales and marketing data.

**Solution**

Sunrise integrated a flexible, WordPress multi-site solution for G&O Maritime Group, ensuring a consistent user journey and design across all its websites. The project involved a workshop, content review, and close collaboration with stakeholders to challenge content, user journeys, and information hierarchies. Additionally, a CRM system was integrated with HubSpot to collect and manage sales and marketing data efficiently, creating a lead-generating website and aligning sales and marketing efforts. Overall, the combined multi-site and CRM solution provided G&O Maritime Group with a user-friendly and effective digital platform to showcase its sub-brands while streamlining its business operations.

**Result**

G&O Maritime Group successfully launched 7 new websites with integration to HubSpot, connecting its sales and marketing efforts across all sub-brands. This marked the beginning of its unified and strong group synergy strategy.





Case  
Lactosan

# Going bold to boost a product portfolio

## Deliverables

- Customer Insights
- Communication Concept
- Product Concept
- Website
- Digital Identity
- UX
- UI

## Transition challenge

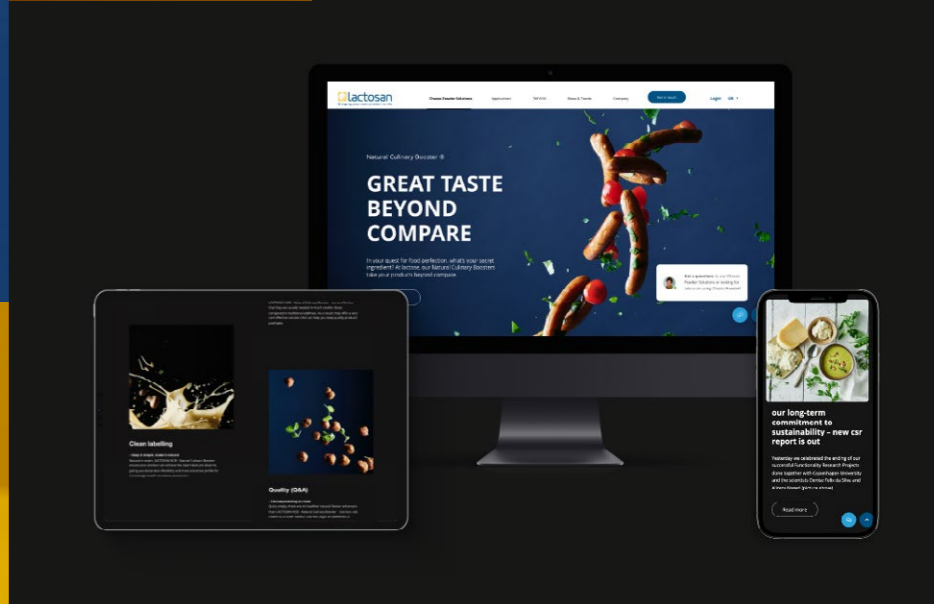
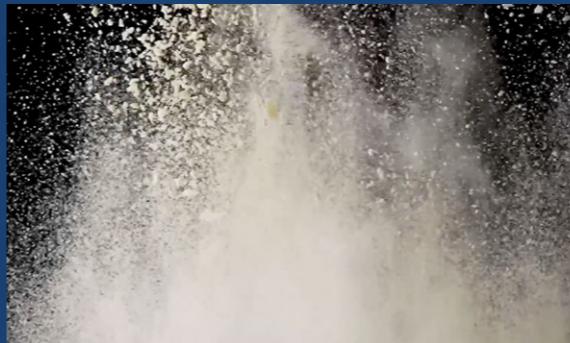
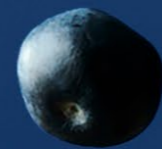
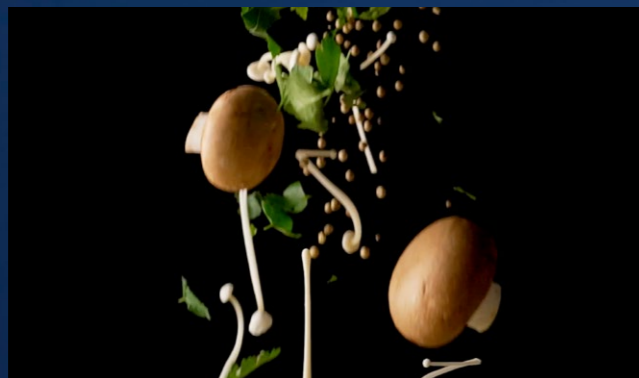
With a constant focus on R&D, Lactosan has propelled itself to the forefront of the industry. This has led to many innovations, such as the ground-breaking Natural Culinary Boosters®, which provide revolutionary, multifunction benefits within completely new application areas. The challenge posed by this ambitious project was to transform the position, value proposition and whole identity of Lactosan's product portfolio with a simple and compelling story about how it brings value to its customers. The story needed to create a clear distinction and synergy across Lactosan's product portfolio, while also fitting with the overarching brand concept to accommodate future campaigns and platforms to boost sales.

## Solution

Through detailed research, we identified a clear path to sell a larger transformation narrative to the market. We made the craftsmanship and products of Lactosan the hero of the story, creating a platform that allowed Lactosan to highlight its commitment to the success of its customers. The new product concepts and website were brought to life through an immersive, distinct and bold photo style and attention-grabbing visual palette – all together setting Lactosan apart from the rest of the industry.

## Result

With a complete revamp of the positioning and concept of Lactosan's product portfolio, as well as a marketing campaign and new digital platform, Lactosan is well situated to gear up its marketing activities. The all-around effort will help Lactosan and its distributors sell its products even more effectively and efficiently in a highly competitive global market.



Case  
H+

# 5 lines to tell every story

**Deliverables**  
Communication Platform  
Visual Identity  
Logo Design  
Product Design  
Website  
Digital Identity  
UX  
UI

**Challenge**  
Founded in 1947, H+ has expanded in the past few years to become one of the country's fastest growing architecture firms. With more than 100 employees working in Copenhagen, Aarhus, Odense and Nakskov, the company solves a vast array of assignments for important clients. However, the visual identity needed a major upgrade, so H+ reached out to Sunrise. The company has many business units: architectural consultancy, general consultancy, cultural heritage, interior design, construction management, facilities management and client consultancy. The main question: how to develop one graphic expression that accommodates all these different business units?

**Solution**  
The name H+ is sharp and simple, but there is much more to it than meets the eye. H+ is more than just architecture. H+ is 360-degree advice for ambitious professional builders.

The philosophy is encapsulated in the short name. Our solution was simple and could accommodate all the complexities of the brand. The name "H+" consists of just 5 lines, but based on these alone, we can tell all the stories that the company wants to share. Singular, functional, creative: exactly like H+.

**Result**  
The result was a state of the art visual identity that can be used on every media platform.



Case  
Weibel

# Take back time

### Deliverables

Communication Platform  
Communication Concept  
Website  
Digital Identity  
UX  
UI

### Transition challenge

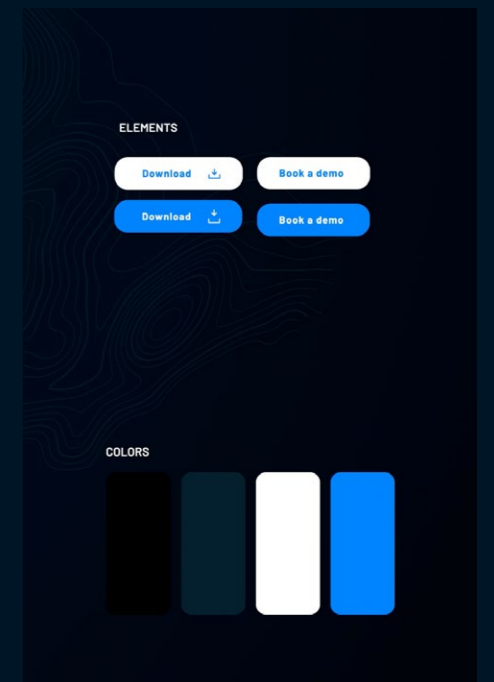
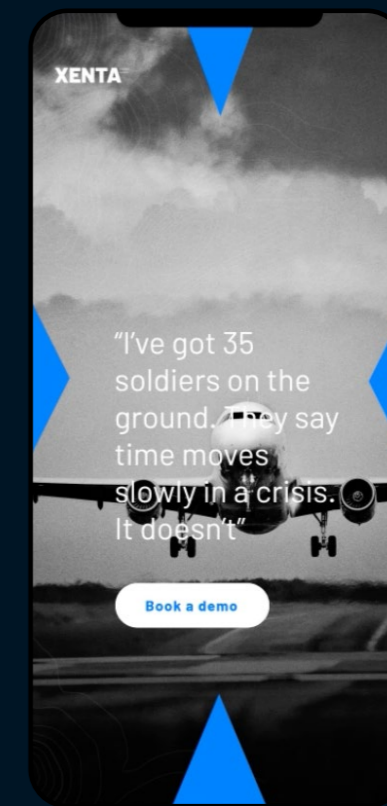
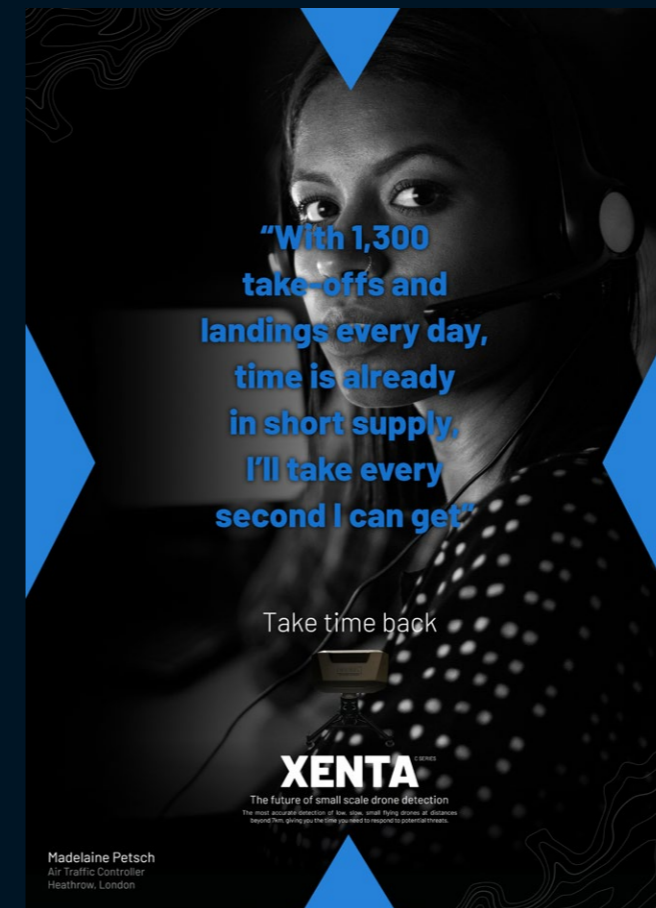
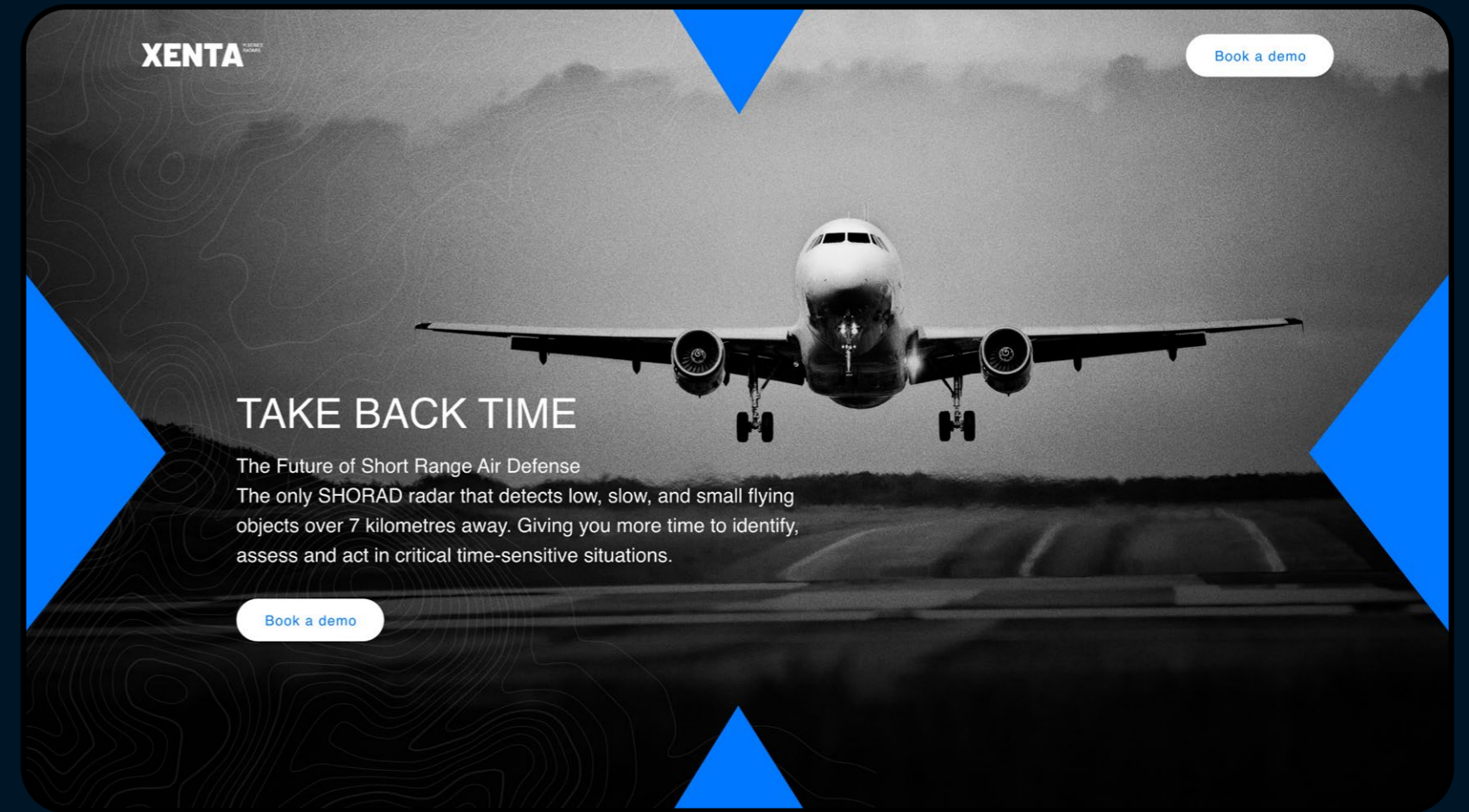
With its new XENTA range, Weibel's ambition was to establish itself as a serious player in the short-range drone surveillance market. As such, the brief to Sunrise was clear: help create a product value proposition that positions the XENTA attractively and uniquely in the market, and create a bold creative concept that will demand attention and help conquer an ambitious part of the market share.

### Solution

When monitoring critical infrastructure such as airports, harbours, hospitals and stadiums, the authorities time to act is critical. People's lives are depending on those protecting them having enough time to make the right decision and ensure people's security. This led to the concept "Take Back Time": an empowering promise and strong call-to-action that highlighted how XENTA enabled the customers to take back time in critical situations.

### Result

A bold and immersive concept and marketing campaign that has helped Weibel position XENTA as the leading solution in the market and add value to Weibel's overall global brand position. The launch gathered serious media attention and helped Weibel secure new lucrative business opportunities. In depth market research outlined that Weibel was sitting with a great hand. None of its competitors had a similar product as tried, tested and proven as the XENTA – providing us a clear runway to position the XENTA as a truly revolutionary, superior system.



Case  
Meyers

# Massive insights to satisfy customer needs

**Deliverables**  
Customer Journey  
Communication  
Concept  
Campaign Development

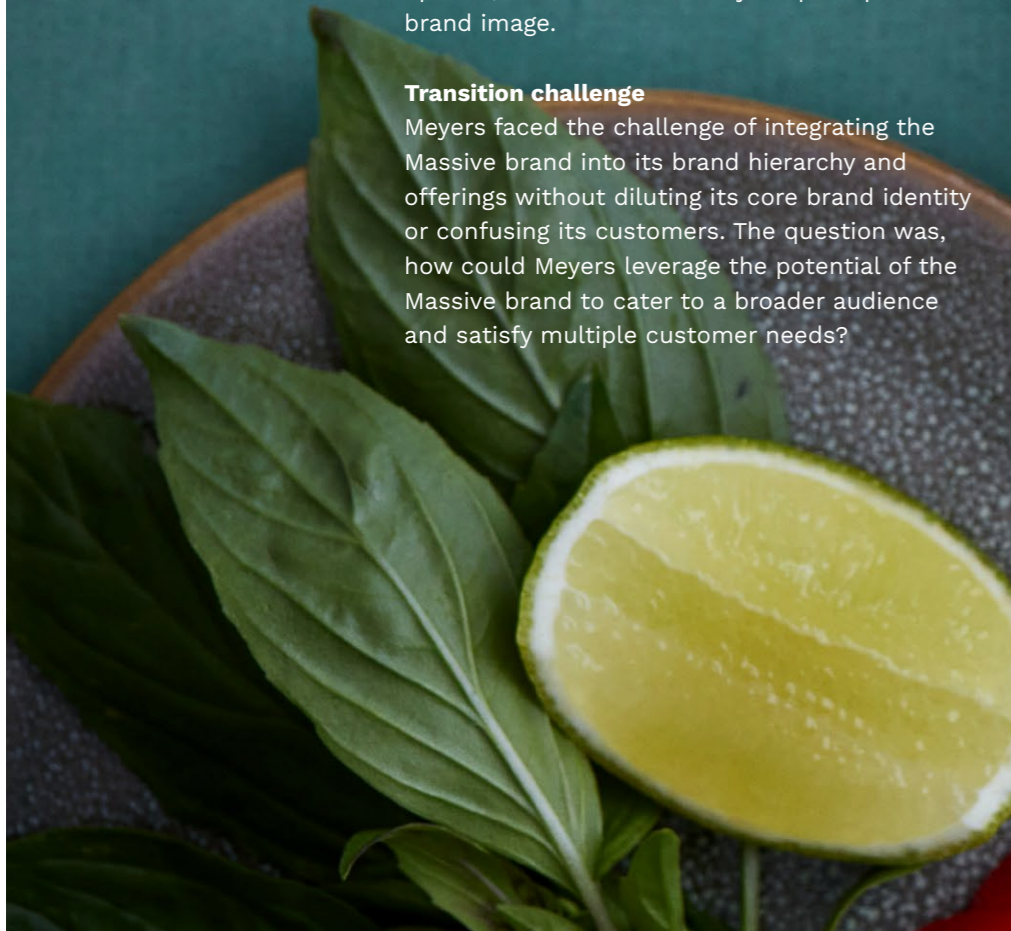
Meyers is a well-known brand in the culinary industry that has been transforming the way we eat with its innovative and sustainable approach to food. The company, founded by Claus Meyer, has years of experience and has become a pioneer in the industry. Along with providing high-quality, green, and healthy dishes that have made them a favorite among food enthusiasts worldwide, Meyers also offers lunch agreements in the B2B sector.

Meyers had purchased a lunch brand named Massive, which targets a specific audience and has a distinctive brand identity. While Massive is well-liked among customers for its uncomplicated and widely-recognised food options, it deviated from Meyers' principles and brand image.

**Transition challenge**  
Meyers faced the challenge of integrating the Massive brand into its brand hierarchy and offerings without diluting its core brand identity or confusing its customers. The question was, how could Meyers leverage the potential of the Massive brand to cater to a broader audience and satisfy multiple customer needs?

**Solution**  
Sunrise interviewed Massive's existing customers and internal stakeholders to gain insights about preferences, expectations, and experiences with the brand. Based on these interviews, Sunrise collaborated with Meyers to develop and explore creative concepts that effectively communicated the brand's value proposition. The objective was to leverage the valuable feedback from the customers to satisfy their needs and to seamlessly integrate Massive into Meyers' brand hierarchy. The insights gathered from the qualitative interviews were carefully analyzed and used to develop solid recommendations for the successful integration of Massive.

**Result**  
The findings resulted in positioning Massive as a sub-brand under the Meyers umbrella, creating a unique USP brand, and developing a new name and visual identity aligned with Meyers' values and image. The outcome was a successful rebranding of Massive, which catered to the diverse needs of customers while maintaining Meyers' strong brand identity, enabling the company to leverage the brand's strengths and reach a broader audience. As part of the rebranding, Massive underwent a name change to "The Well-Known". It was integrated alongside Meyers' other kitchens, "Almanac" and "The Green," offering customers the option to choose from any of them. As a result, Meyers' reputation as a provider of high-quality, innovative, and sustainable lunch agreements has been enhanced, and the company has been able to grow its customer base while staying true to its core values.



# MEYERS



Case  
Formuepleje

# An outside-in approach

**Deliverables**  
Brand Analysis  
Drivers & Barriers  
Customer Insights  
Communication Platform  
Logo Design

**Transition challenge**  
Even though no one could question the performance of Formuepleje's services, the perception of the brand did not reflect the company's actual accomplishments and results. Formuepleje needed a marketing foundation that took an outside-in approach, enabling it to convey all its unique stories and proof points while appealing to key target groups and stakeholders.

**Solution**  
Through extensive research and in-depth interviews across key segments, Sunrise helped uncover the underlying reasons behind Formuepleje's image and awareness challenges and was able to identify key drivers of the relevant target groups. These insights enabled us to create a brand that encapsulates Formuepleje's customer-focused and service-oriented DNA while still showcasing its unique results. The resulting brand and communication platform included a new brand story, values, brand positioning, dynamic payoff, visual communication concept and tone-of-voice.

**Result**  
The new communication universe was unveiled through a series of ads in leading Danish newspapers. The ads made use of the new dynamic payoff and helped position Formuepleje as a market-leading asset management company by taking a stance on multiple relevant topics. In addition to the newspaper ads, Sunrise helped Formuepleje implement the new communication concept across a sales presentation, online banners, billboards, digital displays, as well as a new website. The new communication platform is built to ensure a relevant, consistent and value creating marketing effort across all activities and elements moving forward.

## ER DIN KAPITALFORVALTER KEDELIG NOK?

Der er noget nærmest naturstridigt i at vælge den kedelige løsning. Men lige i forbindelse med kapitalforvaltere giver det faktisk ret god mening at gøre netop det. Her kan du med fordel gå efter en kapitalforvalter, som opererer med en langsigtet strategi i stedet for her-og-nu-investeringer, modefenomener og selskaber, der stiger eksplosivt – for at falde kort tid efter.

Eller sagt med andre ord: God kapitalforvaltning handler ikke om at få dit blod til at rulle, men om at give dig ro i maven. Det er den filosofi, vi følger år efter år ved at holde fast i den samme investeringsstrategi, udvælge aktiverne med omhu, sprede risikoen både på brancher, geografi og de enkelte investeringer, gardere os mod det uventede – og ved at tillægge Plan B mindst lige så stor betydning som Plan A. Og det har vist sig at virke overordentligt godt.

Vores langsigtede tilgang til investeringer sikrer nemlig ikke kun ro, stabilitet og god nattesøvn. Den sikrer også et rigtigt godt udbytte til vores kunder. Ja, faktisk er det så godt, at vi ligger i top igen og igen, når det handler om at bevare og øge formuer på længere sigt – også efter alle omkostninger.

Så længe vi lykkes med det, har vi intet problem med, at der findes kapitalforvaltere med langt mere kulør end os. Dem, som køber og sælger i ét væk, vælger de kortsigtede, risikofyldte løsninger – og tilbyder et helt andet spændingsniveau. Men det er op til dig: Du skal ikke vælge os, hvis du vil have mere drama i hverdagen, du skal vælge os, hvis du vil have mere overskud.

MERE OVERSKUD. MINDRE SPÆNDING.

## BANKUAFHÆNGIGHEDSERKLÆRINGEN

Det er egentlig virkelig enkelt: Hvis din investeringsrådgiver er resultatbaseret, kan du være temmelig sikker på, at han eller hun vil gøre sit ypperste for at sikre dig et godt afkast. Jo flere penge til dig, jo flere penge til rådgiveren. Så simpelt er det faktisk.

Hvis din investeringsrådgiver derimod ikke er resultatbaseret, men for eksempel bliver præsenteret for at sælge sine egne produkter, ser det på den måde noget anderledes ud: I stedet for at sikre, at dine penge bliver anbragt i den investering, som er mest lukrativ for dig, vil han eller hun sandsynligvis sikre, at dine penge bliver anbragt i den investering, som er mest lukrativ for rådgiveren selv.

Men heldigvis er du som kunde fri til at frivælge dem, der er ligget i forskellige interessekonflikter, og i stedet gå efter en uafhængig, resultatbaseret rådgiver, som lever af at skabe det størst mulige overskud til dig – og dermed til sig selv.

Siden vi startede i 1986, har vi naturligvis gennemgået en masse forandringer, men resultatbaseret samt uafhængighed af banker og andre interessenter har vi holdt fast i. Og det kommer ikke til at ændre sig. Den tilgang til kapitalforvaltning handler ikke kun om, at vi synes, det er den mest seriøse og redelige måde at gøre det på. Det handler også om, at det er en rigtig god forretning.

Det er derfor, vores holdelse og medarbejdere selv har investeret i Formueplejefondene. Dermed har du endnu en garanti for, at vi vil gøre os ekstra meget umage med investeringerne, bevare de lave omkostninger – og holde fast i filosofien om interessekonflikt-frihed.

MERE FRIBED. MINDRE INTERESSEKONFLIKT.

FORMUE PLEJE



## AT GEARE ELLER IKKE AT GEARE

Hvis du vil øge chancen for at få et højere udbytte af dine investeringer, er du som kunden nødt til at gøre risikoen. Det kan du gøre på flere måder. Nogle anbringer en større del af pengene i aktier frem for obligationer, andre investerer i mere risikofyldte værdipapirer, og andre igen gearer investeringen.

De fleste vælger den første løsning, fordi de tror, det er den sikreste. Men sådan hænger det ikke nødvendigvis sammen. En gearet investering kan næsten være mere sikker end en ikke-gearet – ikke mindst når du gearer på vores måde.

Helt tilbage i 1986 begyndte vi at sammensætte vores porteføljer ud fra Nobel-prisvinderen William Sharpe's teori. Den går ud på, at den optimale portefølje bør have 25-30% aktier og 65-70% obligationer, fordi den store andel af obligationer skaber sikkerhed.

Når du ændrer at øge chancen for et større overskud, justerer vi altså ikke på andelen af aktier og obligationer – vi løber bare flere af dem. Lad os sige, at du investerer en million kr. Så låner Formuepleje for eksempel to millioner kr., som vi lægger oveni. Det betyder, at der er investeret i alt tre millioner kr. på dine vegne – og derfor får du afkast af tre millioner i stedet for en. Det vil sige, at afkastet er tre gange så stort, hvad enten det er positivt eller negativt, og du kan aldrig tabe mere end det, du selv har investeret.

Det er den model, vi har fulgt, siden vi startede i 1986. Og når du kigger på vores afkasthistorik, er det tydeligt, hvorfor vi holder fast i den. Men selvet er det: Vi tilbyder selvfølgelig også ikke-gearede løsninger, som ligeledes klarer sig ualmindeligt godt – bare tag et kig på Morningstar, hvor de ligger højt i top.

MERE AFKAST. MINDRE INDSKUD.

FORMUE PLEJE



DER ER KUN ÉN, DER KAN VÆRE NUMMER 1

Se, hvorfor Morningstar igen har kåret Formuepleje som Danmarks bedste investeringsforening

DER ER KUN ÉN, DER KAN VÆRE NUMMER 1

Se, hvorfor Morningstar igen har kåret Formuepleje som Danmarks bedste investeringsforening

INVESTERINGSLØSNINGER

Se vores resultater og find den løsning, der passer bedst til dig

Se investeringsløsninger

SÅDAN BLIVER DU KUNDE

Vi står klar til at guide dig – uanset hvordan du

DEN LANGSIGTEDE OPSPAR

I Formuepleje vil vi være en stærk samarbejdspartner for kunder. Det betyder blandt andet, at vi altid arbejder for at gøre afkast efter alle omkostninger, men også for at løse spørgsmål med klar, uafhængig rådgivning. Det betyder også, at vi tilbyder vores kunder en individuel rådgivning, som er helt unik og skræddersyet til dine behov. Og det betyder også, at vi altid er til rådighed, når du har brug for hjælp. Mere overskud.

1986 GRUNDSÆT

11.000 KUNDER

91 mia. UNDER FORVALTNING

22 BØRSNOTER

LÆS DE SENESTE NYHEDER

Se alle nyheder

14. januar Et blik på de seneste nyheder i Formuepleje	14. januar Akkurat 30 år siden startede vi Formuepleje med at hjælpe dig med at gøre dit afkast bedre	14. januar 2024 har været et fantastisk år for Formuepleje	14. januar Formuepleje er blevet kåret som Danmarks bedste investeringsforening	14. januar Hvad betyder det for dig, at Formuepleje er blevet kåret som Danmarks bedste investeringsforening?
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Case  
DTE

# Revitalising the leading distributor of wooden packaging in Scandinavia

- Deliverables**
- Brand Analysis
  - Customer Insights
  - Communication Platform
  - Visual Identity
  - Logo Design
  - Product Design
  - Website
  - Digital Identity
  - UX
  - UI

**Transition challenge**

With a legacy dating back to 1915, DTE has evolved from being a series of small and local sawmills to the leading developer and manufacturer of wooden packaging in Scandinavia.

But although the organisation had grown over the years, marketing had yet to take a strategic role internally at DTE. To continue to thrive and further develop the business, the company needed to focus on creating the optimal conditions for expansions through a well-rounded strategic brand and marketing approach.



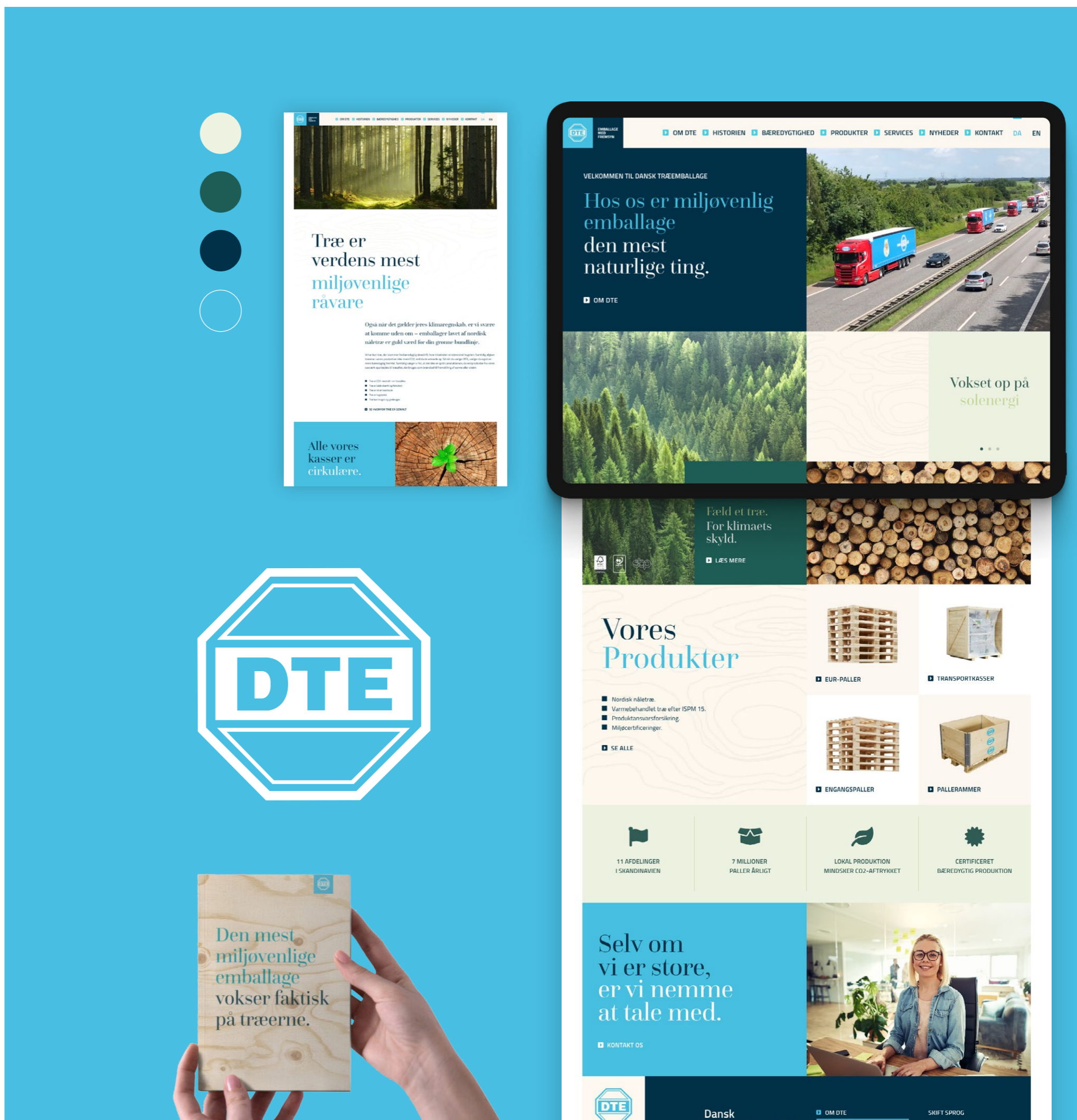
**Solution**

Together with DTE, we unpacked the core narrative and unique brand position. The task included both external and internal research. Various interviews with internal stakeholders and core customers were conducted to understand the value drivers and develop a new brand position, a purposeful mission and a vision, all combined with a core narrative that everyone could rally behind.

**Result**

Our work resulted in a strong, new strategic direction with a clear vision and ambition for the future. We developed a creative framework, "DTE – Packaging with a vision", emphasising internal growth ambitions and an extensive focus on sustainability. The innovative framework now serves as an anchor and guiding principle across the organisation.

The result was a holistic brand experience through a unique and purpose-driven concept that helped consolidate DTE's position in the market and provided the optimal conditions for future growth.



Case  
JAI

# A space to stand out

**Deliverables**

Communication Platform  
Product Concept  
Product Design

**Transition challenge**

JAI provides industrial area scan cameras and line scan cameras for machine vision, traffic imaging and life sciences imaging. JAI has a global presence through companies in Denmark, Germany, Japan, China, Singapore, South Korea, and USA, and via distribution partners in more than 35 countries. With its strong heritage as a premium industrial camera supplier, JAI is setting out to conquer the volume market, which is characterised by fierce competition, sharp prices, and similar products. But in a saturated market, JAI and Sunrise understood the key to success was to find a space to stand out. In this process, we found just the kind of X-factor we were looking for.

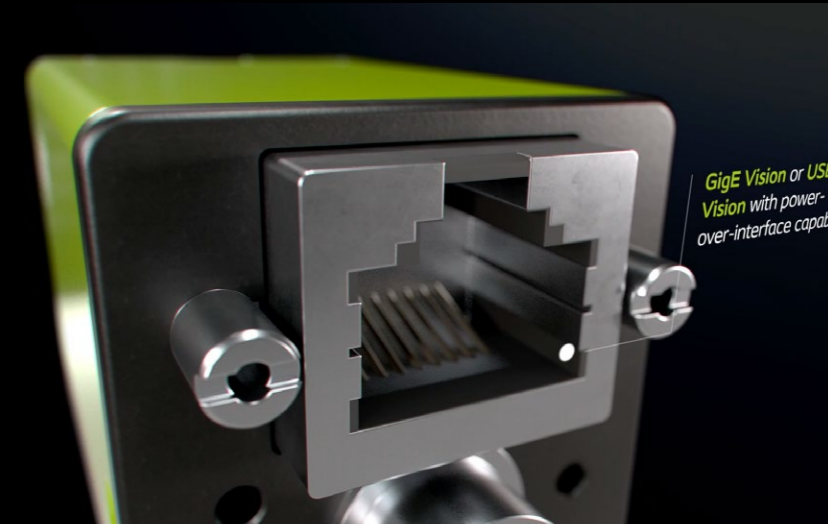
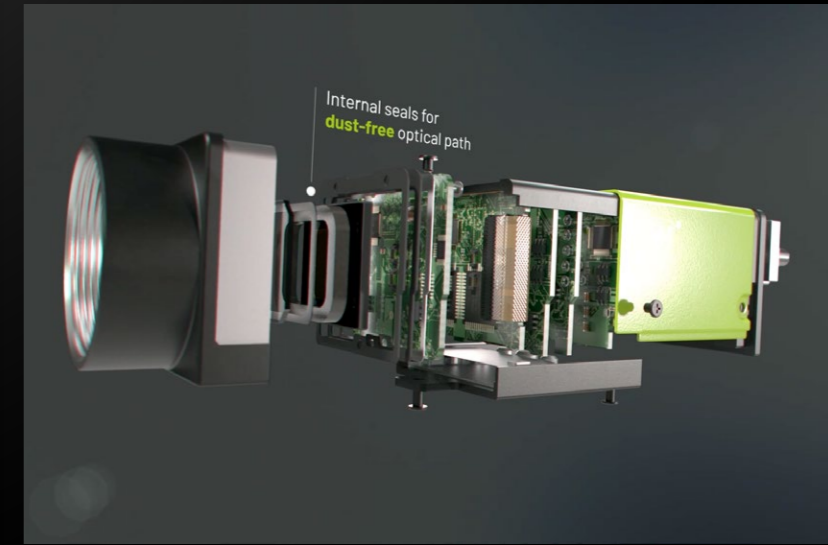
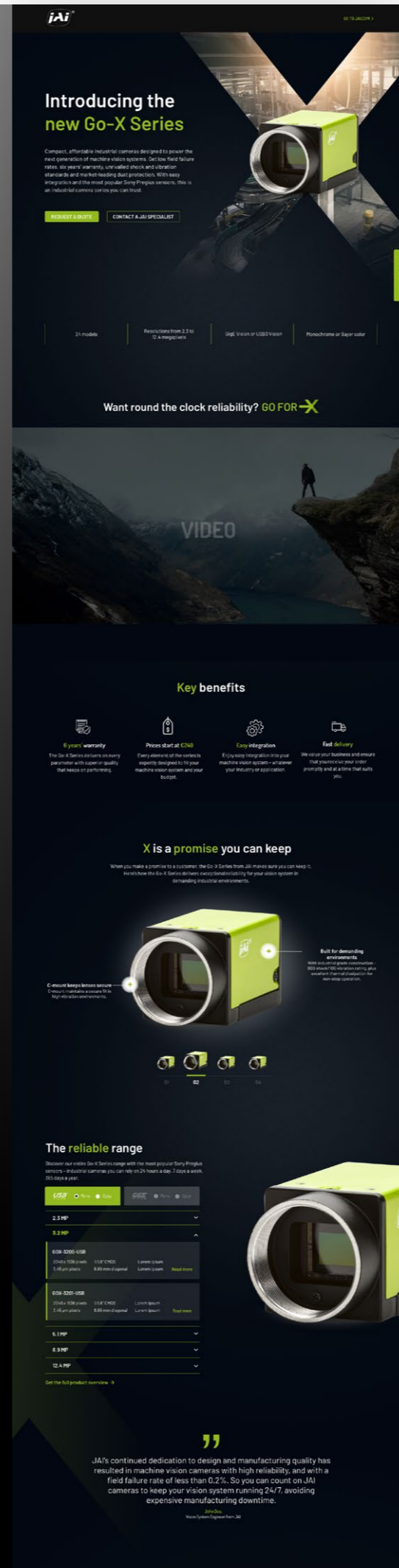
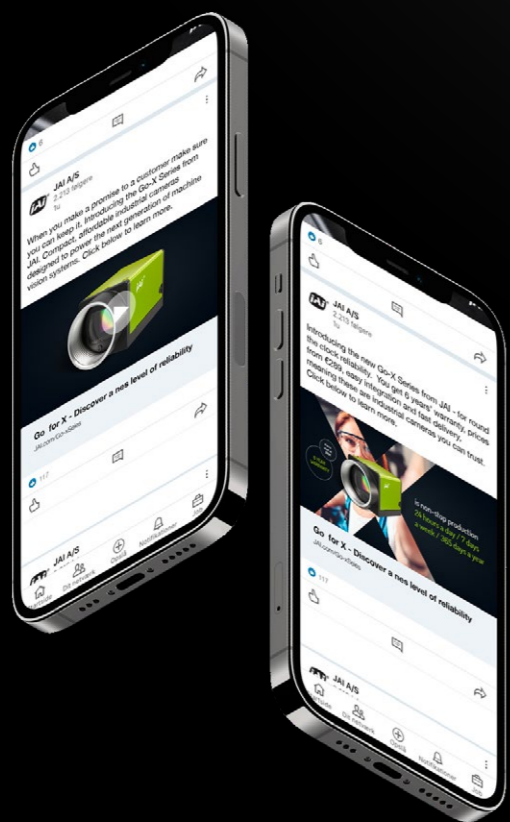
**Solution**

The first step on this journey was the launch of JAI's Go-X series. Together with Sunrise, JAI found an angle to differentiate themselves from the competition. The answer was to create a distinctive position by leveraging JAI's unique heritage and outstanding reliability. Sometimes the solution is closer than you think. Sometimes it's right in front of you, or, like in this case, in the name of the product itself.

That's why the team landed on the concept: "Go for X". "Go" being actionable and "X" being the X-factor that has enabled JAI to engage with its target audience in a compelling way. Visually, the solution was to highlight "X" as a dominating graphic element, using this to draw the attention of potential customers and refer to one of their key drivers in the communication – "X-ceptional" reliability and manufacturing quality.

**Result**

The result is a product concept that enables JAI to communicate in an exclusive and eye-catching way about its new offering to the market. Surrounding the product campaign is an integrated campaign designed with one focus: drive commercial goals.



Case  
Dynatest

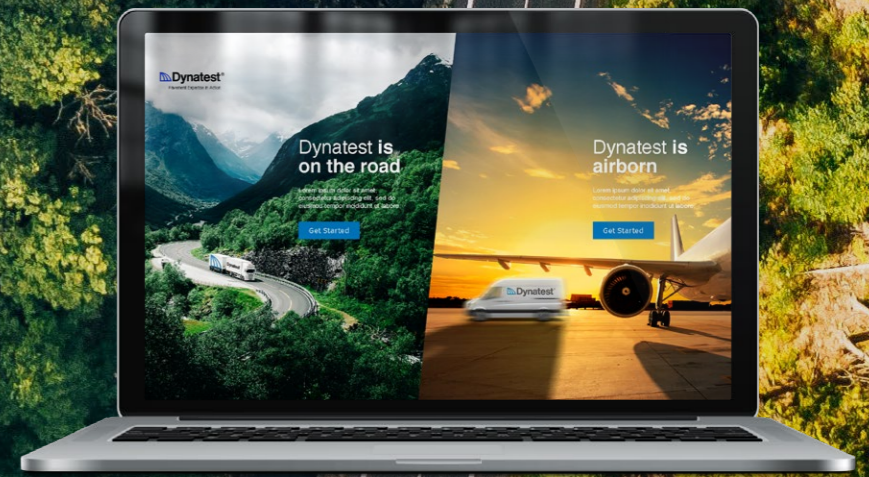
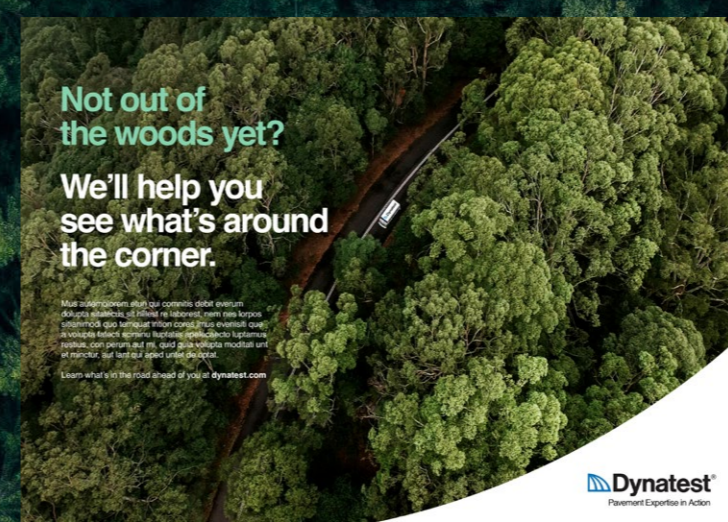
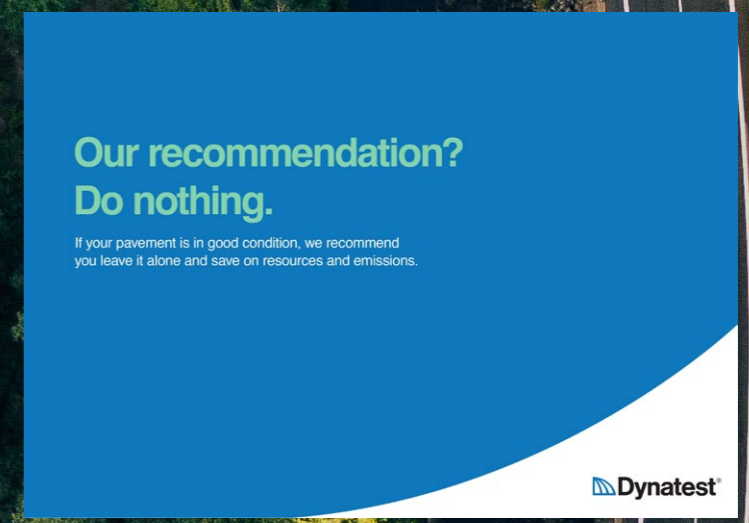
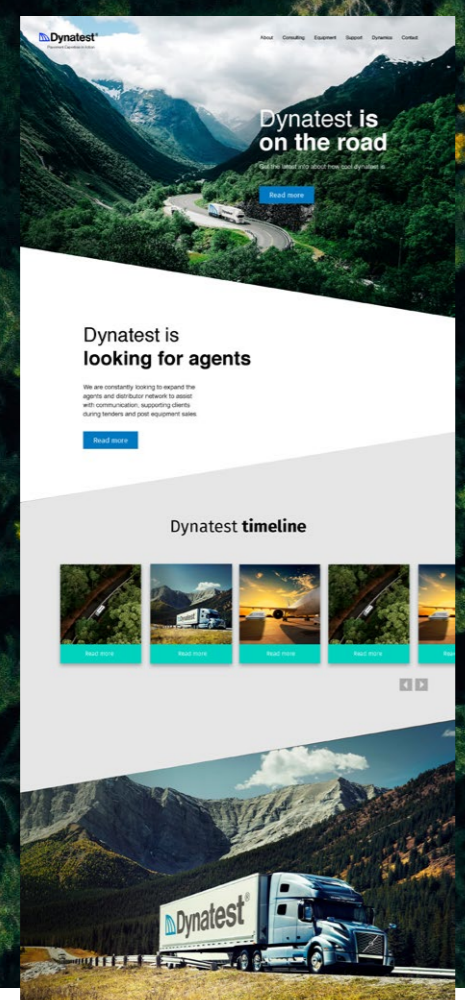
# Pavement Expertise in Action

**Deliverables**  
Brand Analysis  
Drivers & Barriers  
Customer Insights  
Communication Platform  
Website  
Digital Identity  
UX  
UI

**Transition challenge**  
Despite its global footprint and many years of experience and tradition as an industry pioneer, Dynatest faced numerous difficulties. These included loss of market share, a lack of unified direction and an inconsistent brand perception. As a result, the perception of Dynatest was all over the place – both internally and externally. Moreover, Dynatest was not successful in showcasing its market-leading position.

**Solution**  
Clearly defining Dynatest's "why" helped Sunrise uncover Dynatest's USPs and better tap into the client's needs. A clear value proposition was written, followed by a communication-friendly tagline which encompassed the experience, quality and innovation focus that's at the heart of Dynatest's brand: Pavement Expertise in Action. Furthermore, a strategic brand platform was developed, including a vision, mission and values, a value proposition, tagline, visual communication concept and tone of voice to be used both internally and externally to all stakeholders. Finally, a design manual was created to ensure synergy between Dynatest's future marketing efforts and to make sure Dynatest was suited to handle the development of future creative elements internally.

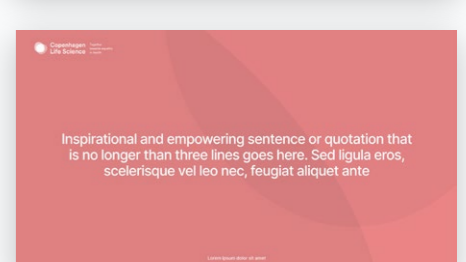
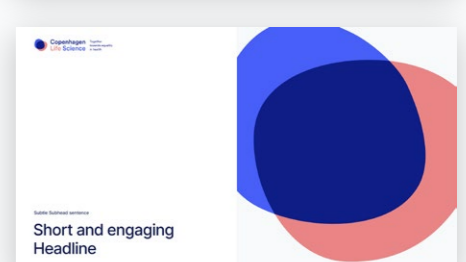
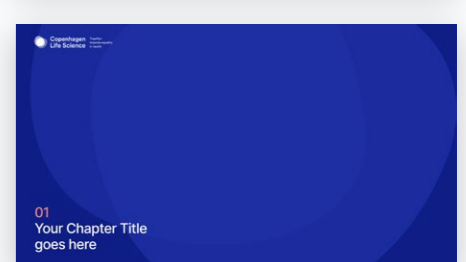
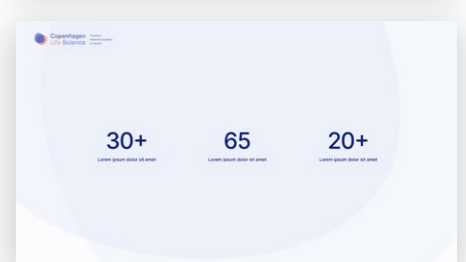
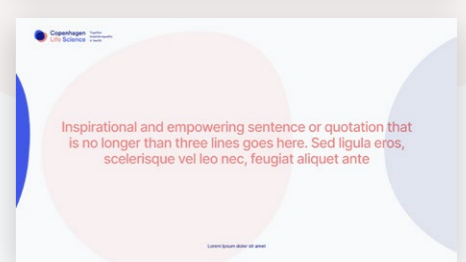
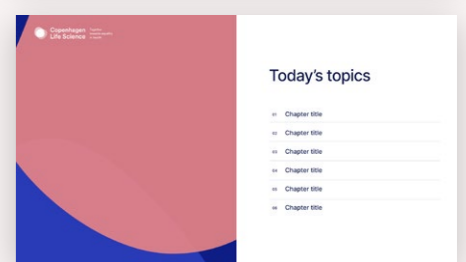
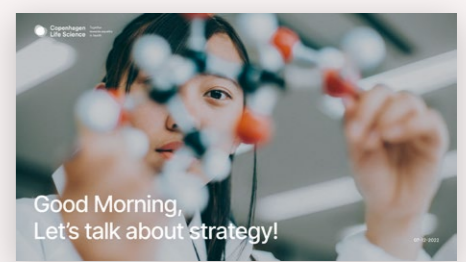
**Result**  
The brand platform now reflects the DNA of Dynatest: a strong innovative heritage and the will to become a trusted partner to customers. It is an outward sign of the brand's worth and how it stands up compared to the competition. Coming to grips with this value and developing a creative universe with a visual expression and tone based on it can create unity and pride, align global stakeholders and increase value.





Case  
Copenhagen Life Science

# The capital of life and science



- Deliverables**
- Website
  - Visual Identity
  - Communication Platform
  - Film
  - Logo Design
  - Customer Insights
  - Social Media Execution
  - CRM

**Transition challenge**

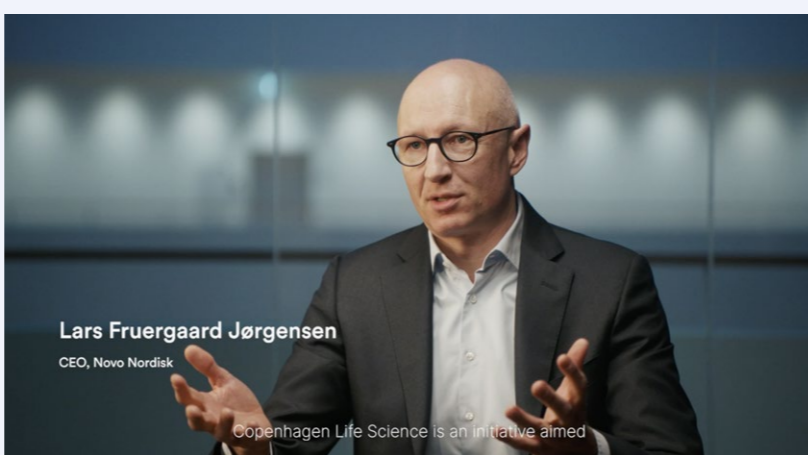
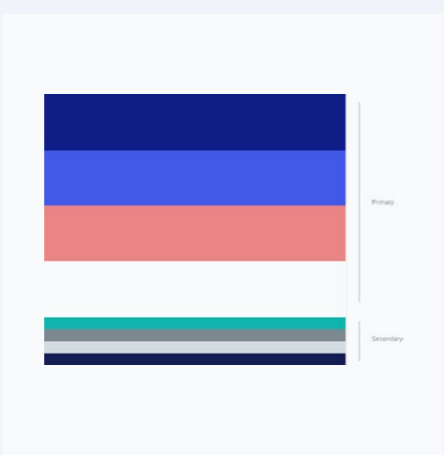
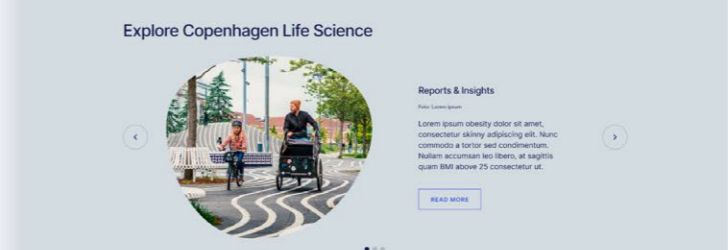
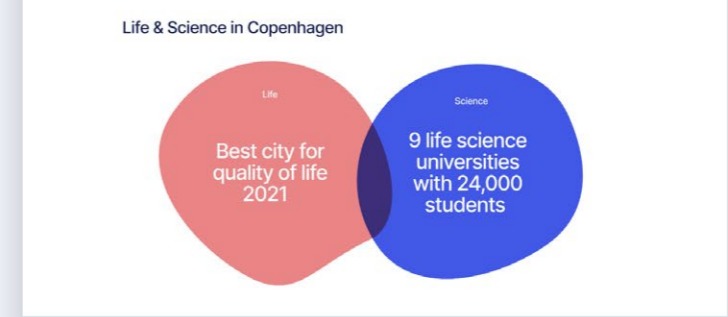
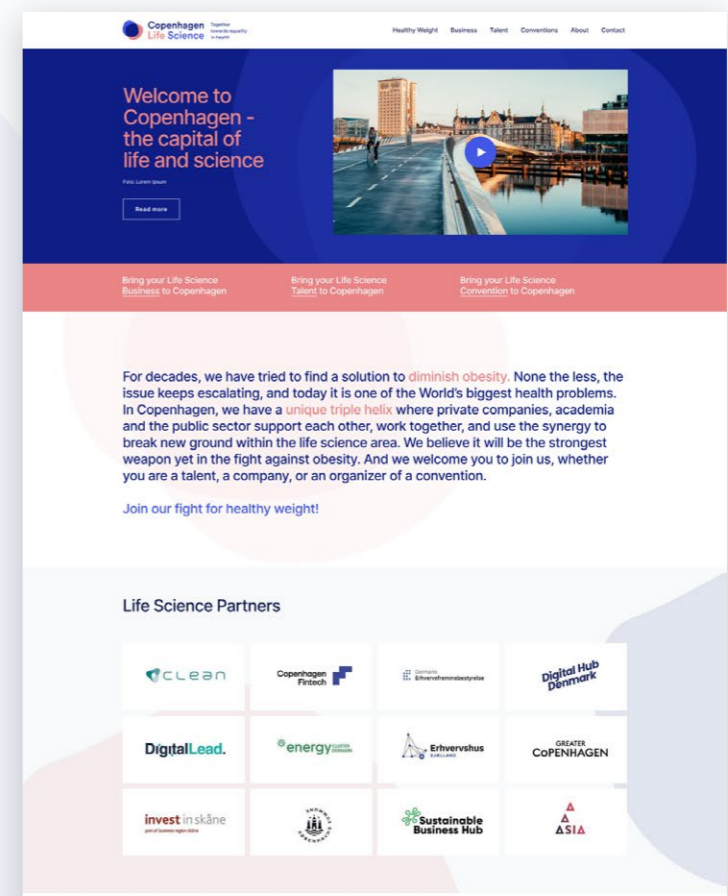
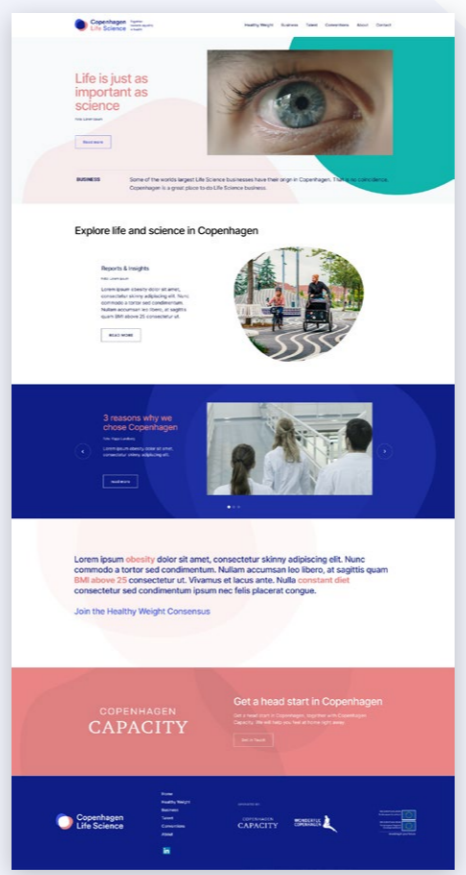
Copenhagen is a thriving life science city that is home to several leading universities, research institutions, and life science companies. But despite a strong position in the field of life sciences, Copenhagen had low awareness and recognition of its position as a leader in this sector.

**Solution**

Working with an innovative group of academics, public, and private organisations, Sunrise helped develop Copenhagen Life Science as a new co-branding platform that builds upon the unique duality of the city's strong tradition of scientific research and its focus on quality of life and sustainability. This could provide the optimal conditions for attracting international life science talents, companies and conventions and globally position Copenhagen as the leading life science hub in the world.

**Result**

An innovative brand uniting 25 diverse partner organisations through a clear industry position, internal values, a consistent tonality, shared visual identity and a vibrant website combined with an extensive digital toolbox to enable all partners to activate the new brand across their own platforms. Also, a series of campaign films starring the CEO of Novo Nordisk, the Danish Minister of Interior & Health, the Vice Dean of Medical Science at Copenhagen University, and international life science talents were produced and activated across a broad variety of platforms to increase awareness of Copenhagen as the leading city within life and science.



Case  
Zylinec

# Liberating Technology

**Deliverables**

- Inbound CRM
- Websites
- UX
- UI
- Visual Identity
- Logo Design
- Persona Development
- Customer Insights
- Brand Analysis
- Drivers & Barriers
- Brand Platform
- Custom Solutions

**Transition challenge**

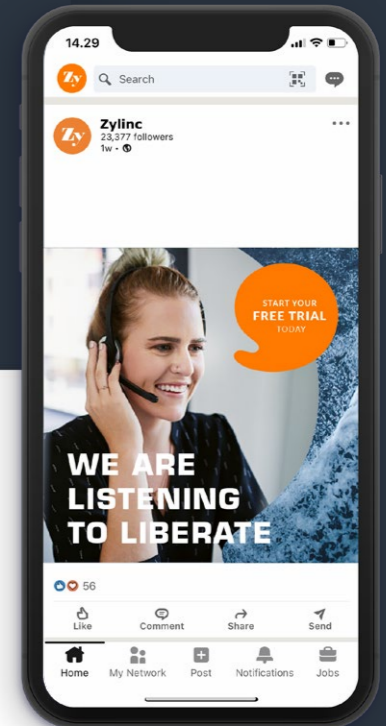
Zylinec develops market-leading software for switchboards, receptions, and contact centres that help customers deliver exceptional customer experiences and work faster and more intuitively. With great solutions and enviable internal culture, Zylinec wanted to take its commercial journey to the next level and tie sales and marketing closer together.

**Solution**

Qualitative interviews with its customers laid the foundation for the brand's strategic direction. The brand concept "Liberating Technology" was created to reflect the emotional benefit of freeing up a lot of time for its customers' employees and a CVI reflecting the company's Scandinavian heritage was also developed. Sunrise also investigated how to optimise Zylinec's CRM and digital presence to start generating more qualified leads and, ultimately, generate more sales qualified leads.

**Result**

The result was an updated brand foundation expressing customer liberation and Zylinec's Scandinavian heritage. To optimise Zylinec's CRM, Sunrise set up a HubSpot integration, developed a marketing plan and implemented an ongoing inbound track with social media ads to generate leads. Persona descriptions for each target group were developed, which were used for inbound marketing and targeted segmented communication. To boost sales, Sunrise also developed a new website reflecting the new brand and a partner portal to make collaboration with partners even closer. With these initiatives, Zylinec was ready to conquer the market with a differentiating brand foundation, optimised marketing, and communication that customers would respond to and engage with.

**Case**  
Gyldendal Education

# Supporting Gyldendal Education with ongoing campaign activation

**Deliverables**

- Persona Development
- Customer Journey
- Customer Insights
- Communication Concept
- Product Concept
- Campaign Development
- Advertising
- Film
- Social Media Strategy
- Social Media Execution

**Transition challenge**

Gyldendal sought an agency that could help it become more comprehensive in its campaign execution, help it in purchase and user journeys and develop strong creative concepts and optimised content.

**Solution**

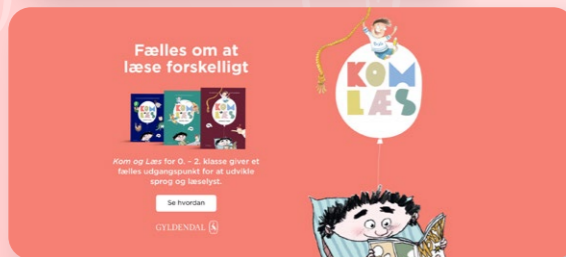
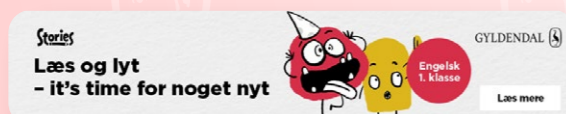
Sunrise became an extension of Gyldendal Uddannelse's marketing team, providing ongoing collaboration and advice for efforts across products, services, and media.

With a focus on the customer journey, Sunrise ensures the development of content that resonates with the target audience without compromising Gyldendal Uddannelse's goal of distributing knowledge and skills to everyone.

**Result**

From newsletters and websites to print and digital media, Sunrise develops campaigns and concepts during ongoing product launches and renewals across Gyldendal Uddannelse's subject areas and editorial teams to create awareness and interest among the target group.

With the implementation of various social media strategies, Sunrise organised the effort to achieve quicker and more efficient content production that accommodates the different stakeholders without detracting from the organisation's overarching purpose and brand.



**SUNRISE**