

BRANDPERIOR AS PROJECT PARTNER

Kinnegrip.

Kinnegrip AB manufactures high-quality locking systems for commercial vehicles within the light, medium and heavy-duty segment. Since 1966 the production takes place in Lidköping, Sweden.

They are represented in Europe with warehouse and logistics premises in Poland, sales office in Germany and Italy, plus via several global distributors. In their cutting-edge technology production, they manufacture pillars and dropside locks in steel and aluminum. Kinnegrip AB represents safety, functionality and sustainability.

WHAT WAS THE ASSIGNMENT AT KINNEGRIP?

Johan Andersson, CEO at Kinnegrip turned to Brandperior when they had the need for a project partner at the Marketing Department. The assignment was for example web administration and creation of marketing material.

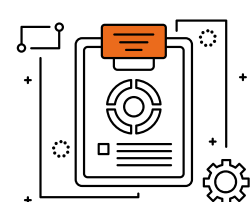
The role spanned for approximately a year and a half and more in detailed covered social media, photography, editing, newsletter and press release plus creation of ads, printed material and product catalogues. We also took part in the pre study of a new website which is launched since a few months back. This assignment has been very varied covering both traditional and digital marketing, something we are passionate about. We have learned a lot by working with such a niched company in the forefront regarding development and market offerings. And Brandperior still has the honour of taking part in the content of Kinnegrip's monthly newsletter.



WHAT WAS KINNEGRIP MOST SATISFIED WITH?

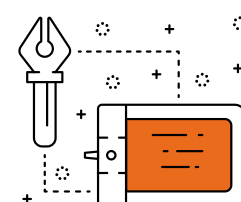
"I am familiar with Brandperior since before, so it felt natural for me to contact them. The positive aspects in the collaboration, which has worked well even when mostly remote, is the simplicity and quick assessment, and correct interpretation of our thoughts and needs. I'm very satisfied with them taking responsibility and being proactive and a driving force in various tasks regarding marketing and communication."

Johan Andersson, CEO, Kinnegrip AB



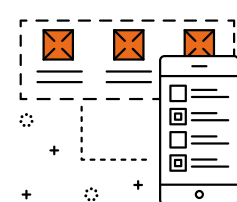
STRATEGY

- Digital presence
- The Brand
- Communication
- Visual Identity
- Accessibility



DESIGN

- Graphic Profile
- Graphic Production
- Photography
- Film production
- Print



WEB

- Website
- SEO
- Project partner
- Master Data
- E-Commerce

BRANDPERIOR.SE