



quattroporte

2011 is coming to an end and our sixth year with Quattroporte has generally been a positive experience. Everything that's been good can be traced to our customers and everything that's been less good we have brought upon ourselves! Over the past year Quattroporte has grown with fantastic new co-workers and doubled in number.

NEW ACQUISITIONS

First came **Sara**. Everyone who has visited our office and met this perpetually happy and positive blonde have had a tough time not being infected by her good mood. Sara helps us with everything from making our visitors feel welcome to handling a lot of administration, events and marketing; what a rock. With hindsight we have trouble understanding how we managed without her before she joined us in February.

Then came **Ulf**. He performs statistical analysis without equal. With a healthy dose of scepticism and both feet planted firmly in reality he shows that even the impossible is possible, in a while. Among other things Ulf helps us with tracking services where we can track developments in target groups, brands and a lot of other things on a regular basis.

The quartet of **Emma, Lars, Rickard and Helen** comprise the unbeatable team of our most recent service – Medieguiden where we cover, analyse and report on the current status of media mentions relevant to our clients – who receive written reports via e-mail twice a day. Each month we also provide a compiled analysis. An exciting service that we would like to provide for even more clients next year.

INNOVATION

In January we were able to conclude that **Pickles** - our "search engine of the future" – works brilliantly. We tested whether our unique method is applicable for steering us right in the future by running it against the most easily measurable thing of all – The Stockholm stock exchange. A fictitious stock portfolio, verified by the chief financial officer at Investor, was created. The result? Our portfolio increased in value by 64 per cent, which is the best result of any of the 7 052 funds in the registry of Privata Affärer. Not bad.

PROJECTS

We have also had the time to work with some shopping locales in the central and suburban parts of Stockholm during the year. It will be interesting to follow the development of these places. The exact shape of our participation in "The future image of Sweden" and target group segmentation for Visit Sweden is another interesting project in development. In short– **Place Branding** at its most exciting.

At Tillväxtdagarna in Gothenburg there was a very interesting discussion on how to continue the positive developments and growth in the Swedish capitol of Stockholm.

Measuring the effect of communication is something that a number of our clients have requested. This demand has led to developments in our fourth area of business, where we look at what really drives changes in behaviour. Within this field we have analysed, among other things, Societal communication and the communications of a financial player as well as nerding out over numbers and correlation analyses to understand what part of the communication that drives the sought after change in the

Quattroporte Konsult AB
Repslagargatan 17B
118 46 Stockholm

www.quattroporte.se



quattroporte

actions of the target group. Interesting lessons learned and results garnered generate a good foundation for understanding how future communication can deliver activities that change behaviour.

Hälso- och sjukvårdsförvaltningen in the municipality of Stockholm is a client that has tested us during 2011 and the objective has been to understand how the patients of the future should communicate and relate to the Stockholm County Council and its services. Working with health communication has also led to the authoring of a book *patient.com* together with Håkan Eriksson, professor emeritus at Karolinska Institutet and one of Sweden's leading experts in the optimisation of IT in health care. The book will be published in the spring of 2012.

Our stakes and work with the Stockholm County Council increased further, when we recently won first place in the municipal procurement of services in **environmental scanning and communication**.

In counting the most memorable events of the year the decision of our CEO Peter Majanen and the CEO of Demoskop Anders Lindholm, at a rather wet social, to come up with the fantastic idea of competing in bench press. The contest was scheduled a couple of months ahead to stimulate training. Unfortunately both combatants remembered the bet and Peter won the battle with 140 kilos to Anders ignominious 127,5 kilos. Who will win in 2012?

Discussing our year without mentioning our **burlesque themed sixth birthday party** would be tantamount to malpractice. Claes Hemberg of Avanza generously provided our jester Arkadia a 500 crown note only to later find it inside a walnut. The classic dance acts of burlesque dancers Kandi von Kane and Swedens queen of burlesque Lily de Lux brought on a blush here and there among the 140 or so guests who stopped by our office this fine September night, the loft was draped in velvet and lit by candelabras for the party.

Swedishness of the future was the theme of one of our seminars, where William Petzäll (then member of parliament for the Sweden Democrats, now political independent) debated with Soran Ismail and Ylva Bjömberg from Visit Sweden. It was packed, thirsty for knowledge and interesting. As usual.

2011's **trend trip: New York City**, Highline Park was one of the highlights, a new way to use unusable areas – obsolete raised train tracks – to create areas for meetings and recreation in the middle of the city. The development of Brooklyn and other outer boroughs of NY, are well worth reflecting on and we gathered many lessons on how to increase attractiveness in rejected neighbourhoods in Sweden, benefitting both residents and commercial players.

Quattroporte has once again had an intense year and thanks to you, our amazing clients, we have the energy, lust, and power to keep working hard even in 2012.

MERRY CHRISTMAS and a HAPPY NEW YEAR!

Peter, Richard, Victoria, Sara, Ulf, Lars, Emma, Rickard and Helen

PS. As usual we include something nice to enjoy during the holidays. This year it is Champagne Vilmart & Co, Grand Réserve that consists of 70 % Pinot Noir grapes and 30 % Chardonnay. A favourite champagne. Grand Cellier is always a blend of three different vintages, one third of each. Matured in large oak vats that provide a nice and oak note. The wine has a flowery style, like that of a Chablis, with a long after taste. The taste is pure

Quattroporte Konsult AB
Repslagargatan 17B
118 46 Stockholm

www.quattroporte.se



quattroporte

and elegant. Enjoy as an aperitif or to light dishes of fish and fowl or why not a tasty mushroom soup.

Quattroporte Konsult AB
Repslagargatan 17B
118 46 Stockholm

www.quattroporte.se