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Another year has rocketed by at incredible speed. **2012** is coming to an end. Our seventh year with Quattroporte has been incredibly tough but mostly fun! It was not for nothing that our talked about seventh birthday party had an "End of the world" theme. With a new large blanket agreement with Stockholm County Council as well as a number of new big and exciting clients we have consequently suffered from growing pains over the past year. If pains can be positive, however, this is one of them; because what can be more fun than growing? Ask any seven year old.

## NEW ACQUISITIONS

Finding new colleagues that live up to our demands has proven to be extremely difficult and we enter 2013 wondering quietly if there are any creative, talented and communicative people in Stockholm. Maybe it's the requirement that, for a person to enjoy working with us, you both need a predisposition for sick humour as well as being genuinely PI (**Politically Incorrect**) that hinders things? Anyway, we managed the feat of finding three shimmering pearls among the grains of sand.

First came **Ylva** Björnberg, who after 7 years of faithful service left Visit Sweden for us. Now Ylva brightens our lives not only with her fantastic competency but with her glorious Gothenburg dialect, her burning interest in brain research and her infectious positive outlook.

Then came **Mathilda**. A young, but o so talented writer and trend researcher; very little of value escapes Mathilda's enormous curiosity and sensitivity. The trend and research division at Quattroporte has gotten a real boost with this invaluable reinforcement.

Last man in this year was a **Hans**; who heeds to the last name of Sydow. As an old(?) fox in the hen house of advertising we thought he would strengthen us in our ambition to following up even further on our concept developments in different fields in the future. Hans remarkable social talent combined with the voice of a storyteller also makes the office even more cosy.

## PROJECTS

We placed first in the fight for the Stockholm County Council strategic communication procurement. Our second blanket agreement with SLL. It felt bewildering winning ahead of so many other bureaus that are far bigger and more famous, which must prove that constant work in innovation and an interdisciplinary organisation can go a long way.

During the past year we have worked with very interesting questions concerning the plan for the health care of the future. 2025 health care will look different and the inhabitants of Stockholm will expect new forms of care, structures and ways to interact with the health care system. Imagine being involved in such an exciting and bewildering process with such a large player.

Together with Lemia, a staffing agent and educator, we have studied what the labour force of the future expects from their career and how we can best develop the talent who's potential remains untapped today. The minister for employment Hillevi Engström was one of those who read and commented on the report during Almedalen. The project with Lemia has developed into a very interesting work on strategy in service development and communication.

We have also worked on developing the market places for the future in the Stockholm area, focusing on coming up with an international concept. Something new. Something that pops. Something that will be a source of enjoyment for many people in Stockholm. The project has resulted in trips to London, Paris and New York. The commerce of the future doesn't look like it does today. Tomorrow is more exciting than ever.

Naturally we have worked with other companies and organisations and moreover prominent players. Unfortunately business ethics and morality prohibits us from revealing more. Perhaps some other time. In the future.



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## SERVICES

Innovation and interdisciplinarianism is something that Quattroporte both advocates and utilises to its full potential. Not only to achieve a width of services but also to get an enjoyable mix of people and interests; in essence a Mecca for nerds. As a future and communications bureau we naturally have a number of trend analysts, a statistician, a social worker and social scientist, politician, linguists, a few skilled communicators, copywriters and advertisers. Not quite as natural is the fact that we also have a pair of talented mathematicians, a few cultural scientists, an ethnologist, a marine biologist, an archivist, a high school teacher and a certified rock blaster. Our innovative power is strong, bordering on explosive.

This year we launched the new service **QP-kollen** where we keep track of both micro and mega trends. Our ambition is that QP-kollen will serve as a multi functional and creative inspirational platform. While being engaging it should, naturally, be informative but also stimulatingly relevant. Available every Friday, year round, for download on our homepage. Missed it? Too bad!

Perhaps you received our latest addition **QP-Allehanda** in your inbox the other week? An alternative news letter, with a variety of tidbits from our operation like, for example, presentations, events, travel journals, trend research and experiments from our recently installed trend lab where we just tested one of our speculations about analogue relationships. The result? Well, check it out for yourself.

## OTHER MEMORABLE EVENTS

Recounting our year without mentioning our birthday party in September would be a sin. Almost as sinful as last years party, with burlesque dancers and jesters. For this years party – our seventh – we chose the somewhat less cheerful theme of “the end of the world”. What a party! The welcome drink was served in billowing mists, the survivalist stew was slopped into tin cans and death mingled with the 150 guests. Survival expert **Harry Sepp** provided our curious guests with information on how to survive the apocalypse once it arrives. Both with a lecture and with some inspiring mini seminars held in one of our conference rooms. To ensure our revellers survival religion sociologist **Madeleine Sultan** explained to us why we should not believe in the end of the world. The cinematic end of the world montage we had running in the other conference room may have detracted somewhat from the comfort she provided.

**The relationships of the future** was the focus of one of our seminars that took place during the spring, sexual educator Olle Waller, poly amorous Linn Bader and legal policy spokesperson for the Christian Democratic Youth Association Sara Skyttedal were panellists in a discussion based on a large survey we conducted with our trend panel. It was packed, hot and argumentative. As usual.

2012s trend trips were numerous. We were not content with **New York** but also scanned both **Paris**, as well as **London, Venice, Milan, San Francisco, Los Angeles, Madrid** and **Lisbon**. These trips are invaluable in our operation as they provide us with insights, ideas and an invaluable database of images to choose from when gathering material for lectures, training and inspiration trips, education, analysis and reports. Find out more and be inspired on our home page.

As usual Quattroporte has once again had an incredibly intense, but oh so fantastically inspiring year. And it is thanks to you, our amazing clients, that we continue with flying colours into 2013 and our eighth year.

MERRY CHRISTMAS and a HAPPY NEW YEAR!  
Autentiska namnteckningar scannas in här