

He11o

C3 Award!

Entry to the C3 Award from
2021 09 27

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tomorro'

Content

We hereby send in cases in the following categories:

- Best Design - Drivkraft Sverige
- Best Design - Ljungby Municipality
- Best Design Web - Agapi

Best Design

1. Drivkraft Sverige - New Graphic Profile

Background

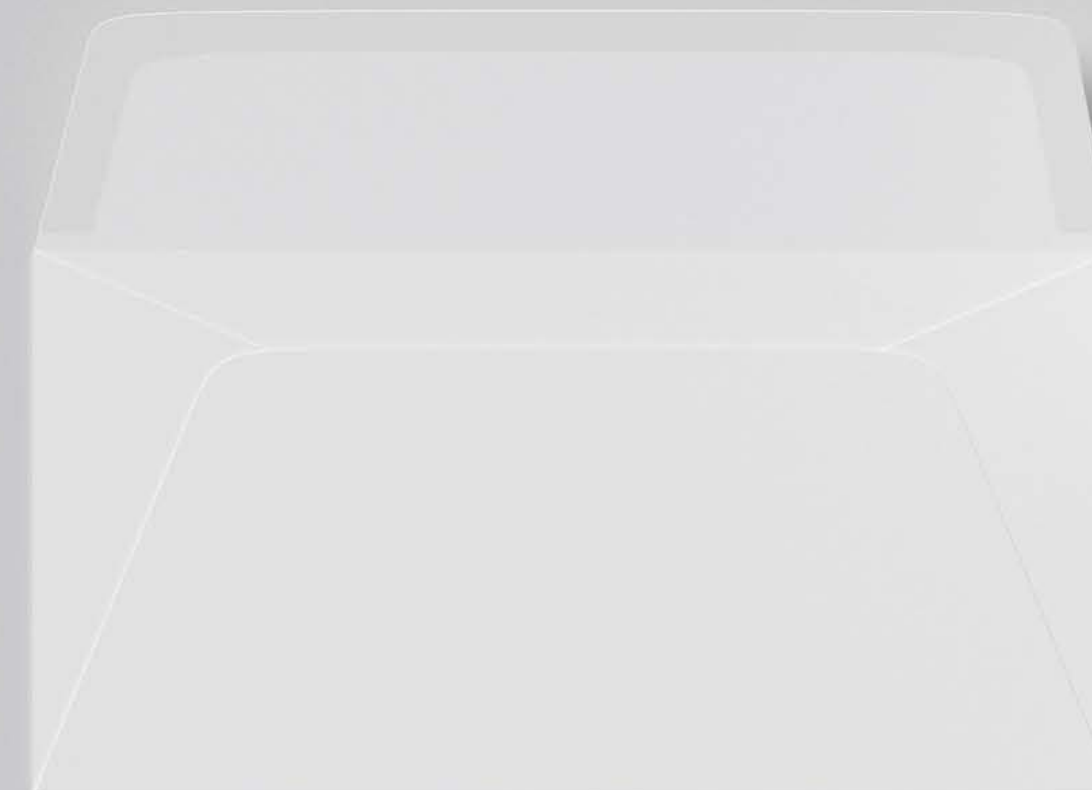
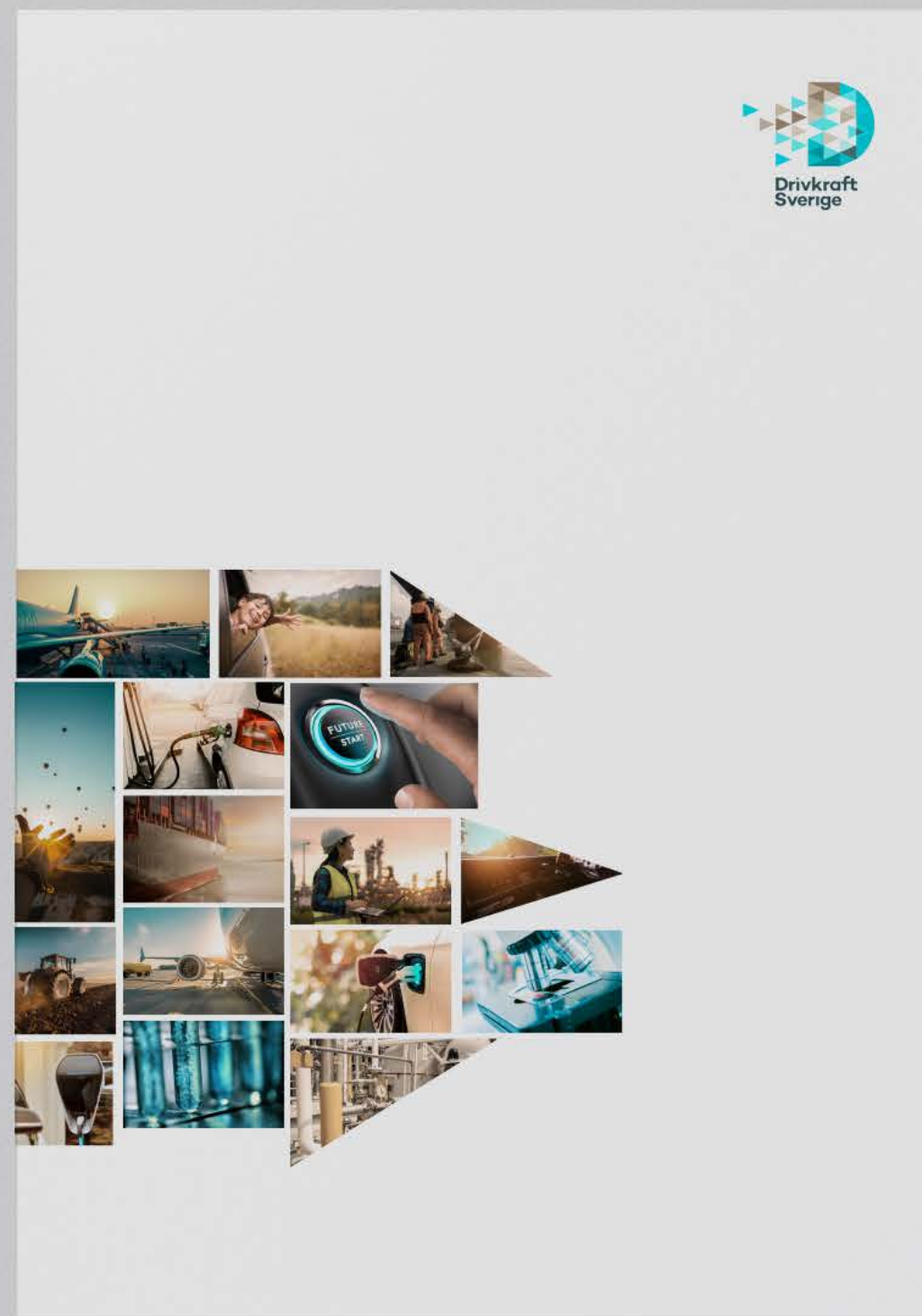
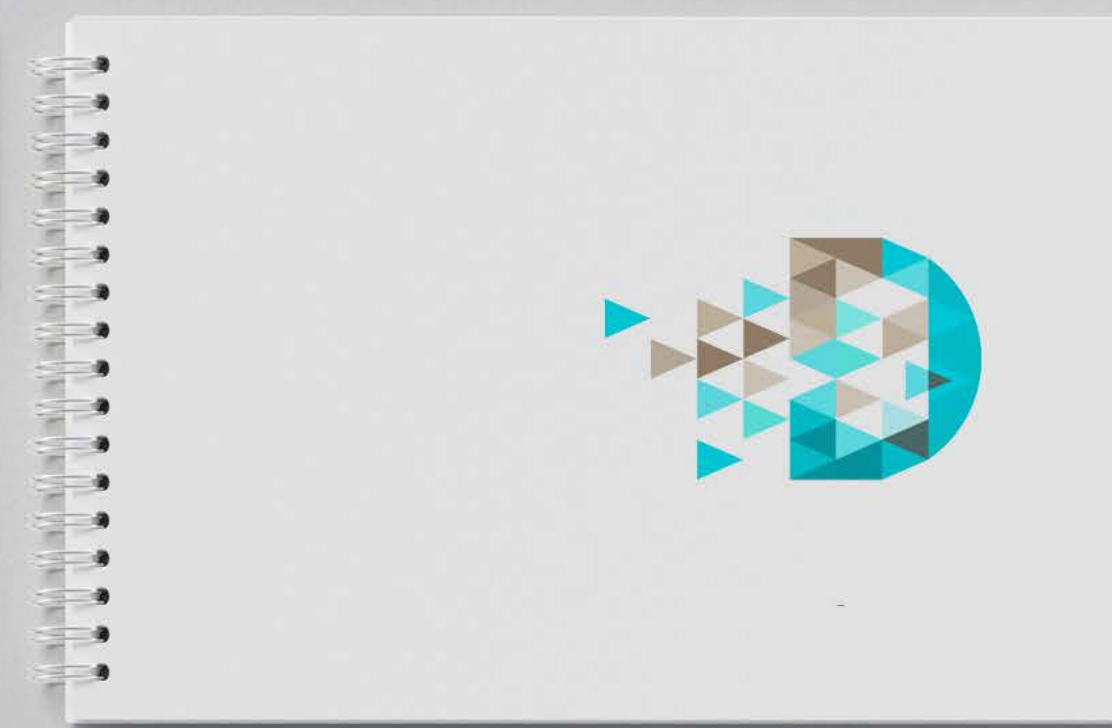
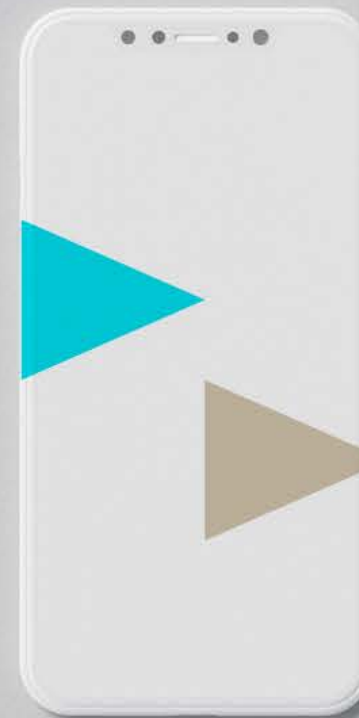
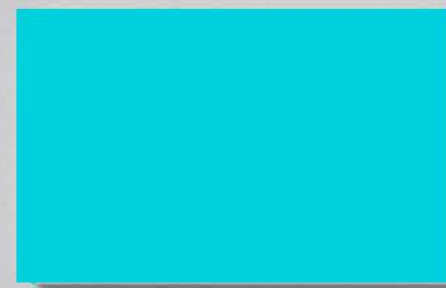
In Sweden, as well as the rest of the world, there is a huge transformation from fossil fuels to green fuels. Drivkraft Sverige (Power Sweden) is an industry organisation for all companies related to or selling fuels of some kind. They wanted to update their profile to match the transformation and the need to include new power sources in the future. To make Sweden the leading country in this transformation. We got the assignment to do the profile for them, a prestigious work.

Insight and idea

We wanted to make a profile that stands out in the business, one that visualizes their many members and that this transformation is a common work. Give the logo and the profile a spirit of moving forward. It can't feel too much "green wash" since their business still is fuels, all types of fuels, and all of them aren't green yet. It's a global challenge and the profile needs to feel global.

The client has used the profile for a year now and they have got such positive responses, they really feel that it displays their values. We have handed it in to design contest in Sweden and await the results of that.





2. Ljungby Municipality - New Graphic Profile

Background

In the southern parts of Sweden there is a local municipality Ljungby Kommun. They published a tender for a new profile for the whole municipality. We won the tender. A graphic profile for a municipality needs to have a long life time, be including, attract all types of citizens. It need to work in different types of templates and media.

Insight and idea

Involving the citizens in the work and making them feel engaged and a part of the solution is a key factor it this case. We really wanted to listen to the public and hear what they felt was Ljungby to them. What places, situations, feeling did they think of as symbols for their town and area? We made a survey to find out! We got loads of valuable answers, some stood out and was by many what they associate with their home county. These insights match with their visions and values gave a profile "made the citizens for the citizens" so to say.

Skriva här vad de det tycker om profilen - har vi något citat?



Ljungby
kommun



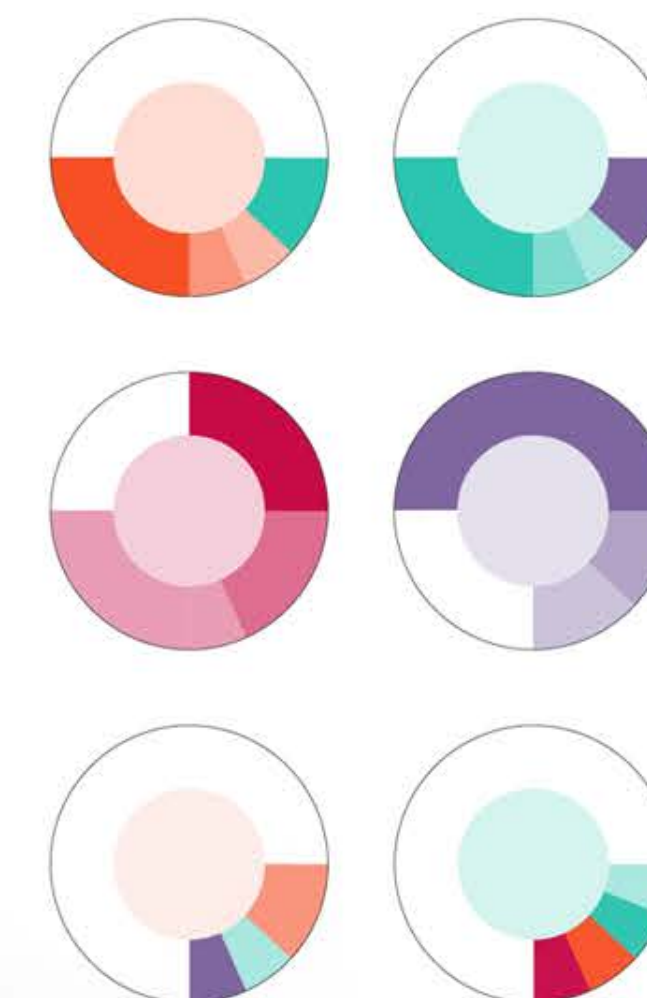
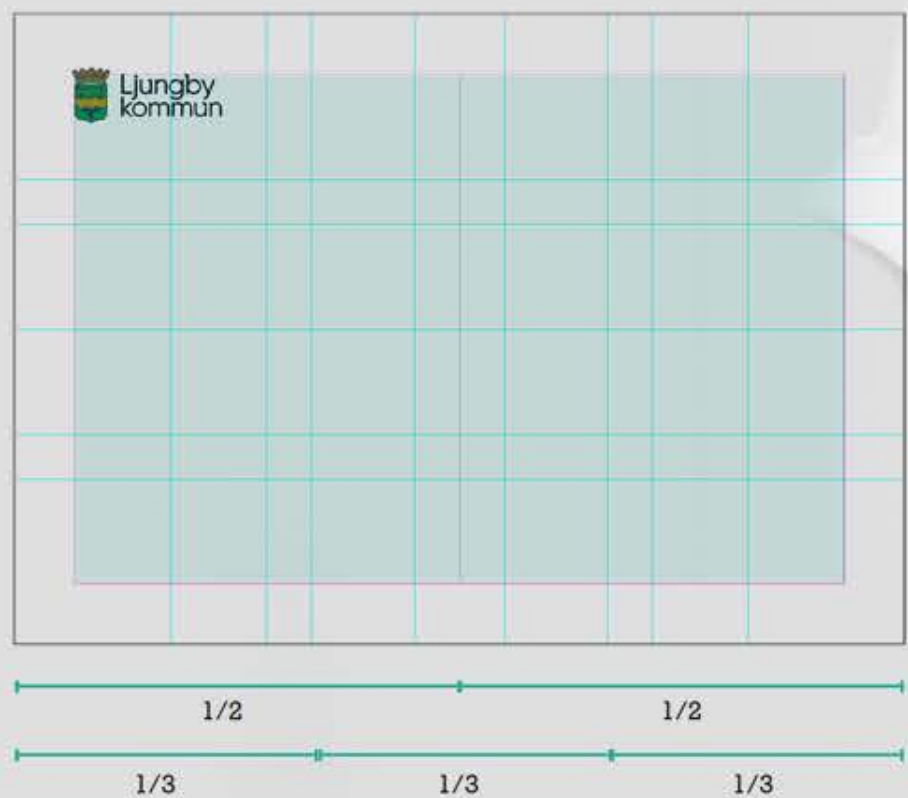
How to define a region? Ask the people who live there

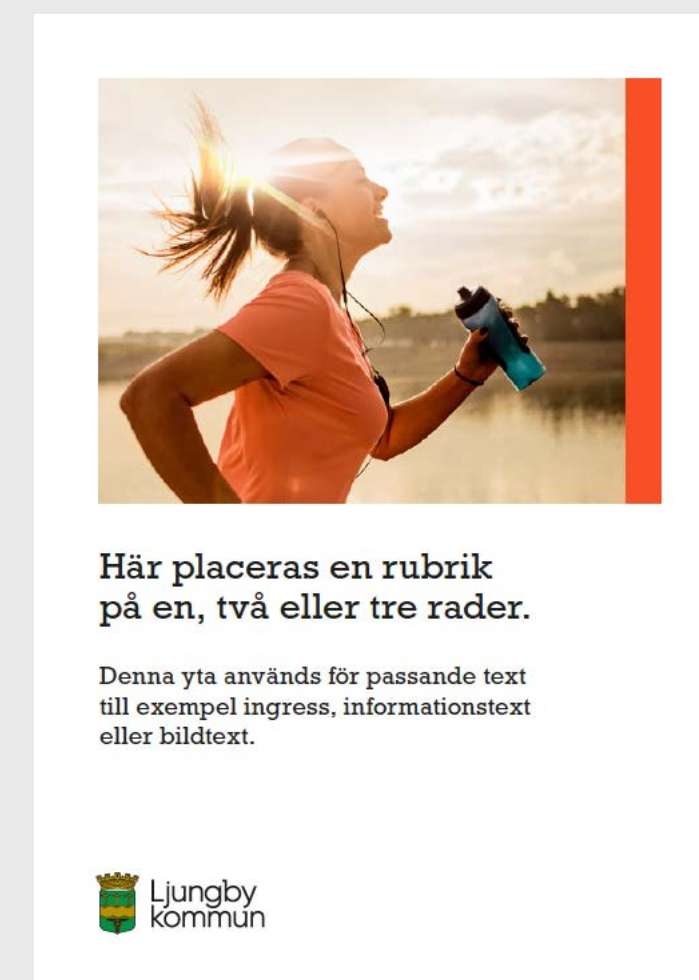
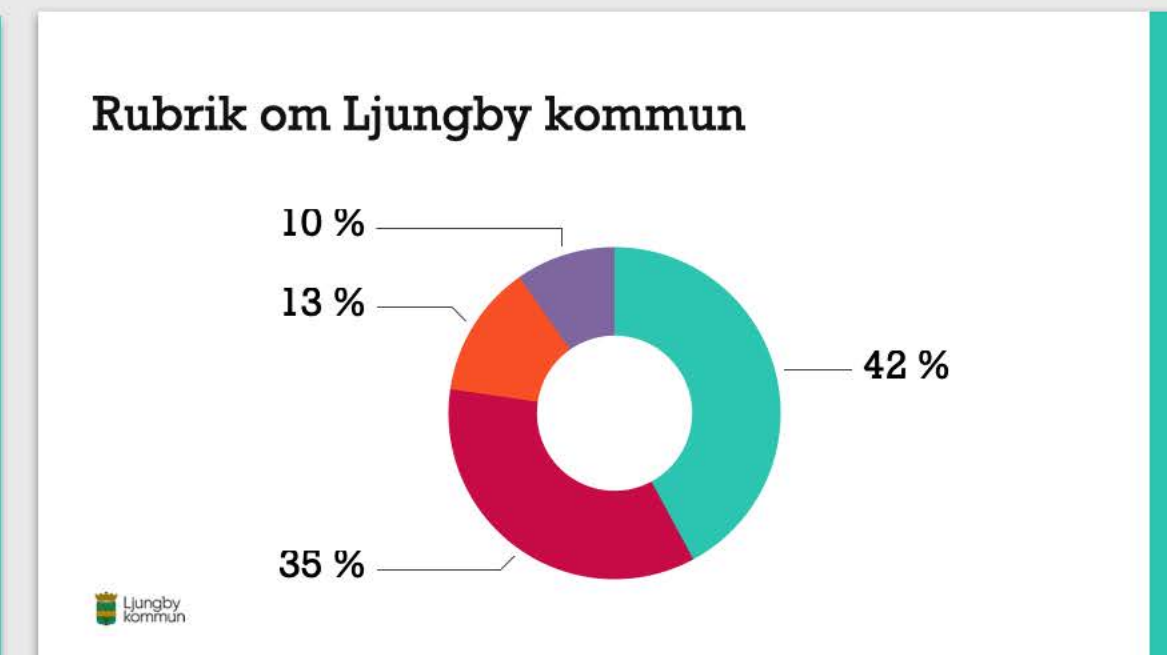
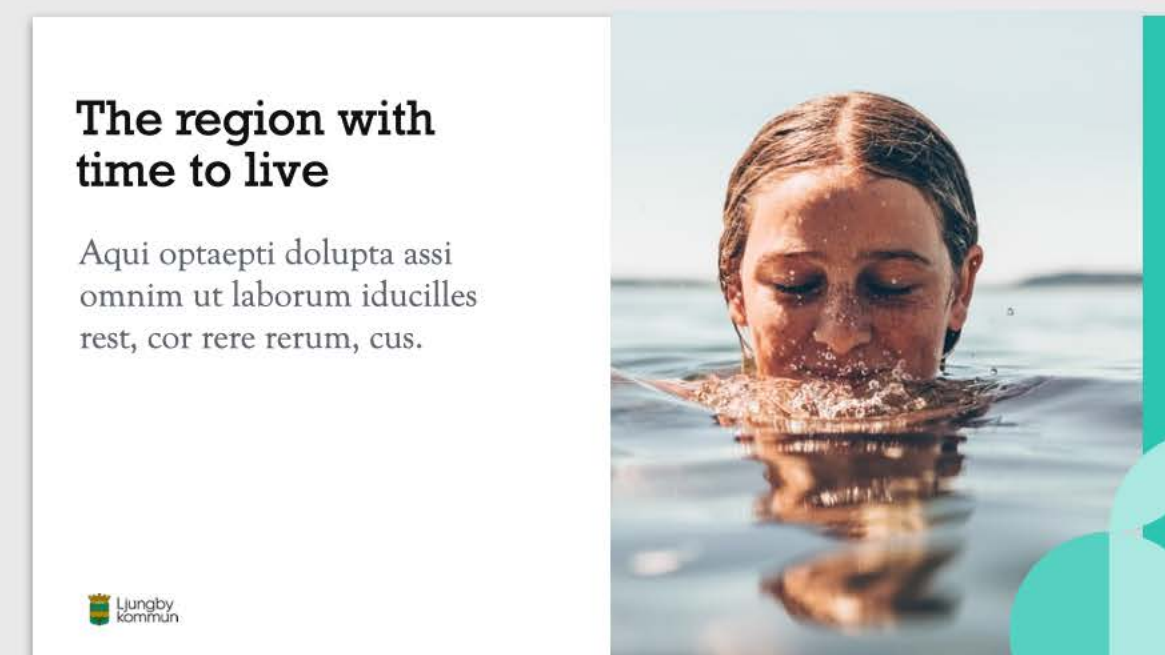
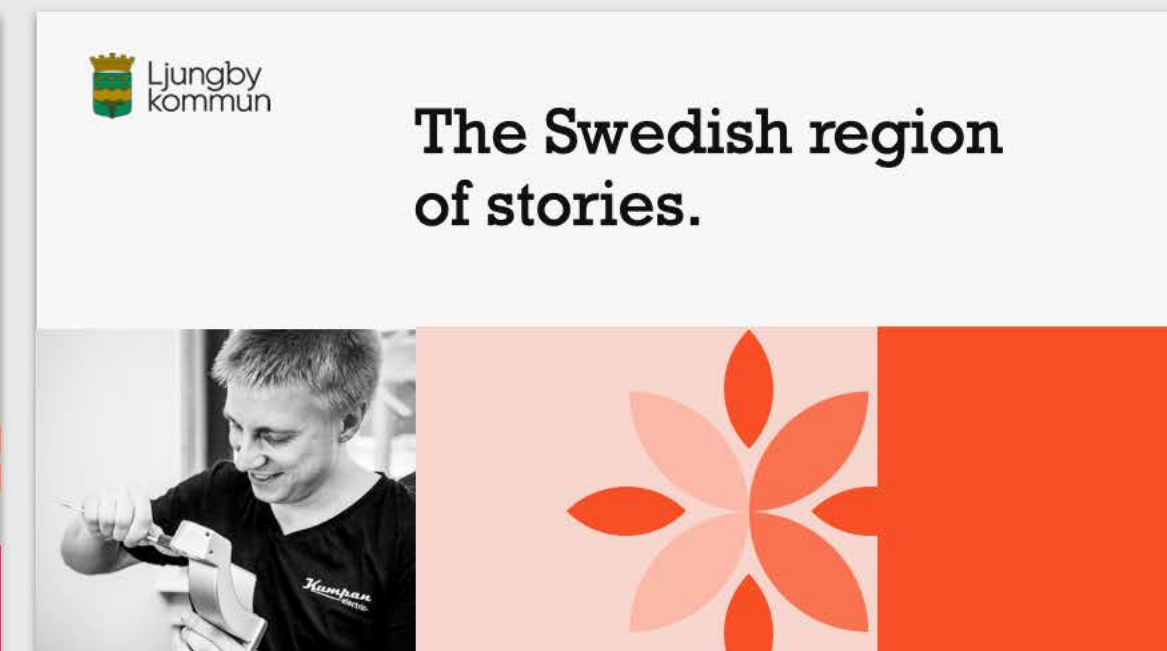
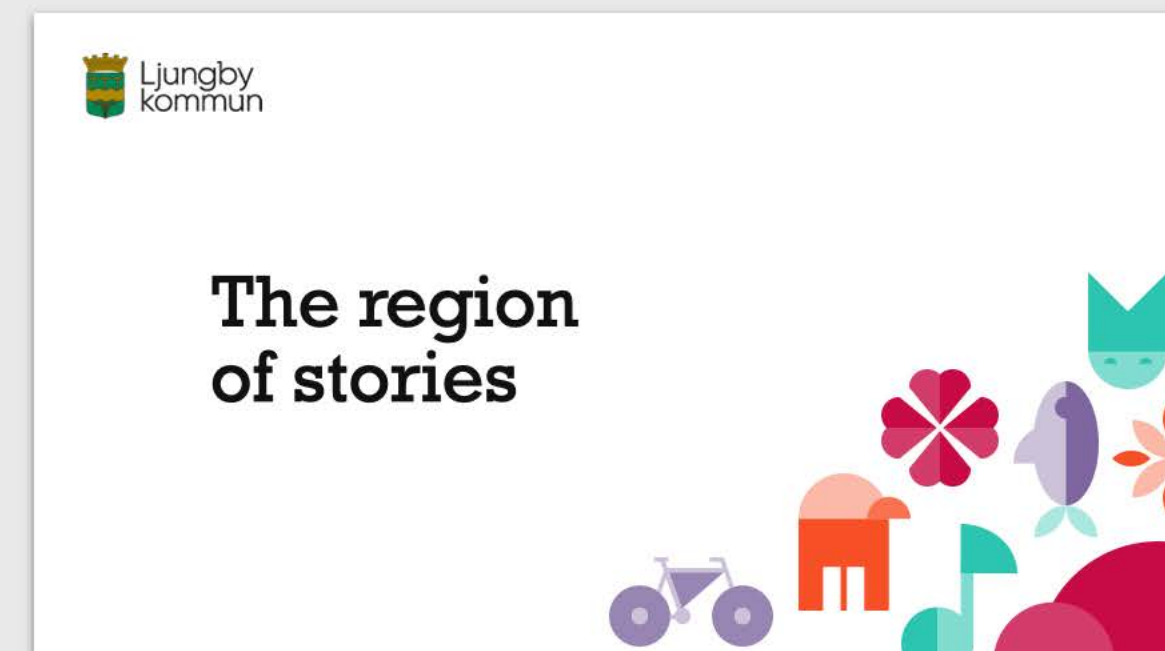
We asked the public about their favorite spots in the Ljungby region and based the new graphic identity on their answers

What is your
favourite place in
Ljungby?

Next question

Digital survey





On the News!!

We got publicity for the profile on the news on TV for involving the citizens!

NYHETSMORGON I DAG

REGION ASKT THERE CITIZENS HOW TO DESING NEW LOGOTYPE

 facebook.com/nyhetsmorgon  tv4.se/nyhetsmorgon

3. Agapi Boat Club - new homepage

Background

Agapi serves a new type of boat sharing and boat membership. You subscribe for a fleet of premium boats, for a monthly fee you can use boats all over both Sweden and Europe. It's a new way of boating and they needed a new homepage that better describes the service to the visitor and potential member. We got the assignment to do a new page for them.

Insight and idea

The page needs to visually mediate the premium feeling of the brand and that explains the service in a smart way. So we decided to create a price configurator, a smart function on the start page where you easily can enter your needs and choices and get a suggested membership fee in return. It both explains the service in an easy way and give Agapi leads to work on since they are asked to hand in their email. We also update their picture imagery with new pictures and tone of voice and added a filter for them to use in all channels.

"We are soooo happy with the new page - it's displays our brand in the best way" Peder Asplund, CEO & founder.

Link to the page: <https://agapiboatclub.com>

Agapi Boat Club - New homepage

