



NOMADNESS

Concept Creation

Concept-Driven Marketing & Communication – It's What We Do.

We specialize in crafting strategic, story-driven marketing solutions that bring your brand to life.

With over 25 years of combined expertise, we develop compelling concepts across digital marketing, communications, and event management. Our goal is to elevate your brand, engage your audience, and build lasting customer loyalty.

In this presentation we want you to get to know us at Nomadness and meet some of our customers.

- ✓ What we do
- ✓ Customer Cases
- ✓ Client Collaboration Process
- ✓ Us

What we do

We take great pride in collaborating with esteemed organizations across diverse industries, delivering strategic solutions that make a lasting impact.

In the corporate sector, we have had the privilege of partnering with Gränges, spearheading branding initiatives, out-of-home (OOH) concept development, exhibitions, and employer branding strategies that strengthen market presence.

During the COVID-19 pandemic, our work with Aleris Sjukvård played a crucial role in enhancing digital engagement. We developed a comprehensive digital strategy, optimized user experience (UX), managed social media, and provided public relations and crisis management support to navigate the challenges of the time.

Beyond the corporate landscape, we excel in crafting immersive brand experiences for restaurants and lifestyle brands. From designing innovative concepts to producing engaging environments, our portfolio includes high-impact brand awareness campaigns for Vans, Google, YouTube Music, Nintendo, Budweiser, and Corona, among others.

At the heart of everything we do is a commitment to tailored strategies that captivate audiences, strengthen brand equity, and drive meaningful connections.



Our Clients

-Trusted Partnerships & impactful results

- Branding
- Exhibitions & Fairs
- Field marketing
- Content Marketing
- Corporate Communication
- Events & Launches
- Design
- Apparel & Merchandise



Exhibitions & Fairs

We create immersive brand experiences at exhibitions and fairs, designing engaging booth concepts, interactive displays, and storytelling-driven presentations that leave a lasting impression, increase sales and ROI.

We also provide pre marketing material, video, copy, invitations etc as well as live coverage production and distribution in digital channels. As well as lead follow up.



Booth design - Aluminium 2024

Mission

Design a standout exhibition booth for Gränges Europe at Aluminium 2024 in Düsseldorf, showcasing its full capabilities across three production sites while driving sales and brand awareness.

Concept Creation

- Immersive Meeting Rooms – Inspired by Gränges' core product, the aluminium coil, we designed three cylindrical meeting rooms, allowing visitors to step into the product itself for a unique experience.
- Signature Bar & Reception – A welcoming space serving refreshments, doubling as a reception where meetings were booked and guests were greeted.
- Museum-Style Product Display – A vernisage-inspired setup that sparked curiosity while functioning as an informal meeting space.

The impact

🚀 Booth design became a major attraction, earning three media interviews, including the Aluminium Institute.

🎯 Sales teams thrived in the engaging space, with the coil-inspired meeting rooms stealing the show.

👏 Increased visitor engagement—the dynamic setup facilitated both planned and spontaneous meetings, leaving a lasting impression on attendees. A design that didn't just showcase Gränges—it embodied it.

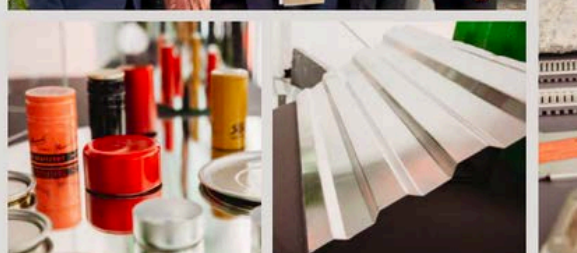
Presence European

24 in Düsseldorf
form for Gränges
position as a leader
um industry,
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only a select few among

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inspiring to connect with
interactions genuinely
ncreasing interest in Gränges
endously exciting," said
t Gränges Europe.



Field Marketing

-Brand Engagement in Motion

Nothing beats real-world connections. We bring brands directly to consumers through immersive field marketing campaigns that create memorable experiences and drive real impact.

From in-store activations and product tastings to hands-on brand engagements, we design strategic campaigns that spark curiosity, build loyalty, and convert interactions into sales.

We handle it all—concept development, staffing, content creation, and ROI tracking—ensuring every activation delivers measurable results and lasting brand impact.



Lindt Chocolate -Brand Activation

Mission

Create immersive brand experiences that drive engagement, sales, and brand loyalty for Lindt and Lindor, making premium chocolate an unforgettable part of seasonal and event-driven moments.

Concept Creation & Execution

🍫 Lindt Holiday Tastings & Sales – Designed and executed a nationwide tasting campaign during the holiday season, bringing the Lindt experience directly to consumers at key retail locations. The activation boosted brand awareness and seasonal sales, reinforcing Lindt as a holiday favorite.

🎡 Lindor Chocolate Wheel – Våruset (Spring Run) – A playful, interactive activation where participants could spin the Lindor chocolate wheel to win prizes. Designed to engage event-goers, create brand recall, and drive product trial among a broad audience.



The Impact

- 🏆 3-year collaboration, covering concept development, production, and staffing.
- 📈 Increased brand visibility through high-traffic activations.
- 👏 Stronger consumer engagement, leading to enhanced brand affinity.

Turning chocolate moments into unforgettable brand experiences.



Garant

-Foodtruck Tastings

Mission

Drive brand awareness, product trial, and customer engagement for Garant through a high-impact, on-the-go tasting experience—bringing premium flavors directly to consumers.

Concept Creation & Execution

🍔 Burger & Pulled Pork Tastings – A mobile food truck tour stopping outside key retail locations, offering free tastings of Garant’s high-quality products to boost trial and purchase intent.

🚚 Street-Level Brand Activation – Engaging directly with consumers in an authentic, memorable way, reinforcing Garant’s brand as a go-to for quality food.

The Impact

🔥 Initially planned as a 4-week tour—extended to 7 months due to massive success.

✅ High foot traffic & direct consumer engagement led to increased product interest and sales.

🗣️ Created an interactive, real-world brand experience that left a lasting impression.



Leksandsknäcke

-A Heritage-Driven Brand Launch



Mission

Launch and establish Tre Kullor as a recognizable brand through strategic PR events, leveraging its rich heritage and authentic recipes to create a strong market presence.

Concept Creation & Execution

🏠 Nordiska Museet Takeover – Hosted exclusive PRevents in the historic apartments of Nordiska Museet, immersing guests in the legacy behind Tre Kullor.

🌿 1960s Garden Party Theme – Designed a nostalgic, era-inspired experience featuring on-brand food & beverages that celebrated Tre Kullor's tradition.

🎤 Elsa Billgren as Event Host – Added influencer credibility & media appeal, elevating the event's storytelling and visibility.

The Impact

📢 Extensive press coverage – The event became a talked-about industry moment.

🛒 Secured retail placements – Successfully landed Tre Kullor on the shelves of leading grocery stores.

🔥 Long-term brand buzz – The campaign left a lasting impression, fueling continued market presence.

A launch that didn't just introduce a brand—it told a story that stuck.



Corporate Communication

– Shaping Brand Narratives

Strong corporate communication isn't just about what you say—it's about how you shape perception, build trust, and create impact. From internal messaging and employer branding to PR and news creation, we craft strategies that strengthen brand reputation, ensure consistency, and engage key stakeholders.

We take communication beyond words—designing and managing leadership events, annual reports, and high-level corporate projects that reinforce your brand's authority and vision.

[Read more >](#)

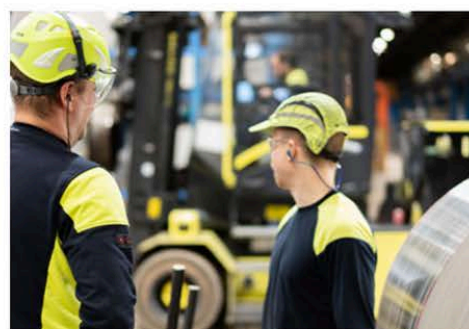


BATTERY GRÄNGES AMERICAS

Gränges attends North America's largest advanced battery event

12-14 September at the Suburban Collection Showplace, Novi, MI. See you in hall B, Booth1951.

[Read more >](#)



GRÄNGES

Gränges initiates a process of selecting audit firm

Gränges has initiated the process of selecting and appointing the audit firm to be responsible for auditing Gränges AB and the legal entities within the Gränges Group as of 2024.

[Read more >](#)



GRÄNGES ASIA

Gränges receives Denso's Advanced Performance Award for TRILLIUM®

Gränges was granted the Advanced Performance Award, given to a supplier that has made an outstanding contribution to Denso's performance. The award was handed out on May 15, 2023, in a ceremony in Nagoya, Japan, by Denso's President Koji Arima and...

Gränges

-Bringing strategy, storytelling, and design together to elevate Gränges' brand.

Mission

Modernizing Gränges' brand for the digital era, ensuring strong global communication and strategic marketing execution.

Corporate Storytelling

- 📢 Bridging online & offline communication for a seamless brand experience.
- 📱 Cross-channel marketing – website, social media, and on-site activations.
- 🌱 Sustainable branding – creating concepts with lasting impact in both material & messaging.

Key Achievements

- 💡 Brand Refresh – Collaborated with @seventyagency to modernize the Gränges brand, launching it at the Global Leadership Summit.
- 📈 Digital Transformation – Built a channel structure & strategy for impactful digital marketing.
- 📝 Compelling Content Strategy – Translating corporate messages into engaging content.
- 🌐 Global Brand Positioning – Driving cross-region, cross-channel marketing with performance-based strategy adjustments.
- 💻 UX/UI Optimization – Enhancing Granges.com for a better user experience.
- 📊 Corporate Reporting – Leading quarterly & annual report production for 2022.

GRÄNGES

2023

Annual and Sustainability Report

Circular and sustainable aluminium solutions for a better future

Aleris

-A high-stakes, high-impact transformation—turning strategy into measurable success.

Mission

Steering branding and communication through a high-stakes transformation—merging Aleris and Proliva while redefining the brand from private healthcare provider to a socially responsible actor during a global pandemic.

Our Approach: In a time of crisis, communication had to be sharp, strategic, and data-driven. We executed a full-scale branding and positioning shift, ensuring a seamless transition across digital platforms, internal & external messaging, and crisis communication.

Key strategic initiatives included

- Merging 11 websites & social media accounts, streamlining content & user experience.
- Shifting the communication strategy from inside-out (corporate focus) to outside-in (patient-focused) with a redefined web design and content approach.
- Big data-driven hypothesis testing to optimize acquisition strategies during the pandemic.

The Impact

- 💰 1M SEK saved through strategic consolidation of websites & social media.
- 📈 20% increase in organic traffic through optimized content marketing.
- 🎯 CTR above industry average, with 11,000+ interactions from banner ads on DN & Expressen.
- 📊 Lower CPC on Google Ads while simultaneously increasing overall traffic.
- 🚀 4.45M new visitors, 2.3M new followers, and 7.54M interactions generated.



Vårdens Hjältar- Att arbeta med äldre i Coronatider

146 visningar • för 4 år sedan



Aleris Ortopedi Nacka expanderar- Vi söker två höft- och knäproteskirurger

638 visningar • för 4 år sedan



Därför tror jag att jag haft Covid-19

189 visningar • för 4 år sedan



Vårdens hjältar: Jakob Johansson, en annorlunda påsk för Aleris chefläkare

692 visningar • för 4 år sedan



Alla behövs just nu. Caroline och Fredrik berättar hur och varför!

503 visningar • för 4 år sedan



16 år tillsammans - nu tillbaka på hemmasjukhuset.

74 visningar • för 4 år sedan

Content Marketing

-Storytelling that drives action

In a world overflowing with content, standing out requires more than just words—it demands strategy, creativity, and impact. We craft compelling content that fuses storytelling, digital marketing, and social media, turning brands into voices that people listen to, trust, and engage with.

From copy and video to photography and design, we create content that connects. With a 360° omnichannel approach, we ensure your message reaches the right audience, at the right time, on the right platform—building brand awareness, nurturing relationships, and driving real conversions.



Hermods Pop-up

-A strategic, people-first approach—turning connections into careers. Business Development.

Mission

Bridging the gap between job seekers and employers, Hermods PopUp redefined employment matchmaking. As an extended service provider for the Swedish Employment Agency, Hermods needed a fresh, results-driven approach to increase job opportunities and engagement.

Our Approach

- Concept Creation – Turning meetings into opportunities through real-life matchmaking events.
- Hybrid Strategy – Offline events connecting job seekers & employers, paired with a Facebook-driven learning hub offering “How to Get the Job” guidance.
- Scalability – What started as an initiative grew into a national business area, fully integrated into Hermods’ internal coaching process.



Ett år och 200 anställningskontrakt

Hermods har i 118 år speglat samhällets utveckling och hjälpt miljontals individer till självförverkligande. Initiativet Hermods PopUp – Stöd och matchning firade i fredags sitt första år och har sedan start matchat över 200 arbetssökande till arbete.

PR at <https://www.mynewsdesk.com/se/hermods/pressreleases/ett-aar-och-200-anstaellningskontrakt-1556120>

The Impact

- 🏆 Award-winning concept within AcadeMedia.
- 🚀 Evolved from a pilot project to a nationwide employment solution.
- 🔄 Standardized as the internal methodology for job coaches & job agents.



NOMADNESS

Events & launches

– Experiences that leave a mark

We don't just plan events—we create immersive brand experiences that captivate, engage, and resonate. From concept to execution, we craft high-impact events and exclusive VIP launches that put brands in the spotlight, connect with key audiences, and create unforgettable moments that live beyond the event itself.

Google Digital Academy

– Where Innovation Meets the Streetst

Mission

Conceptualize the design and layout for an innovative educational initiative, complemented by strategic advertising and, comprehensive project management for events, including speakers, catering, and logistics.

Concept Creation

An urban street hub was established in the heart of Stockholm to provide education for marketing professionals on the Google suite.

Production

The urban street hub created an engaging and dynamic educational atmosphere reminiscent of Brooklyn, departing from traditional classroom layouts.



Results

This initiative attracted a diverse audience, ranging from young professionals to those seeking employment, transforming it into a highly sought-after meeting spot. Due to its success, Google extended the event duration for several months.

🚀 Bringing education to life in an urban street hub, redefining learning with energy, creativity, and real-world impact.

YouTube Music

-An unforgettable launch that didn't just introduce a product, it made a statement!

Mission

Concept creation and full project management for the Scandinavian launch event of YouTube Music—delivering an unforgettable, innovative release experience.

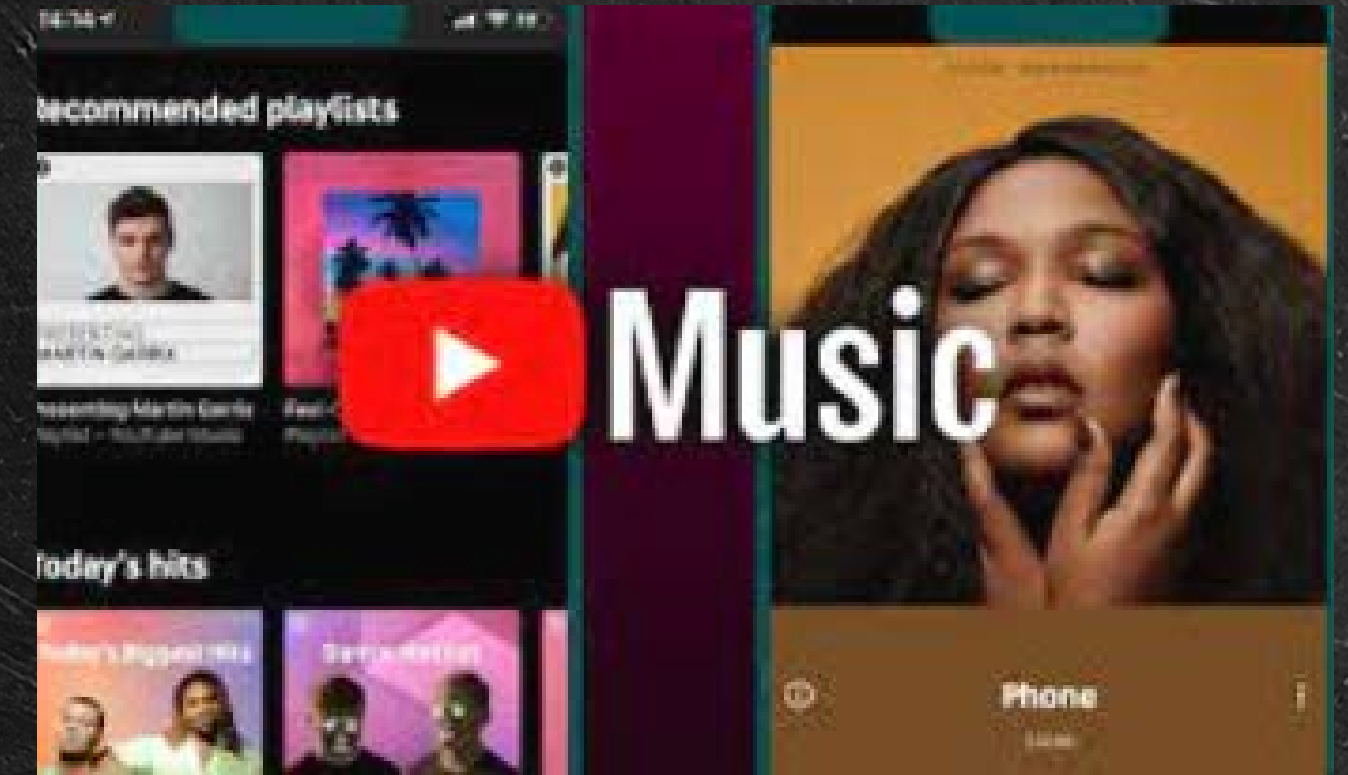
Concept Creation

A traditional nightclub launch? Not this time.

A groundbreaking feature calls for a bold new approach. Instead of a standard release party, we introduced the Suite Sessions—exclusive, intimate gatherings in premium suites, designed to immerse guests in the essence of YouTube Music.

Production

- Three luxury suites in Stockholm were transformed into exclusive live music venues, each featuring acoustic performances streamed live on the YouTube Music platform.
- A by-invitation-only guest list ensured high engagement, amplifying the event's impact and boosting the #YouTubeMusic hashtag.
- To connect the Scandinavian experience, each suite had live monitors streaming performances from parallel events in Stockholm, Oslo, and Helsinki—creating a synchronized, multi-city music experience.



The Impact:

YouTube Music skyrocketed to the #1 downloaded app in the App Store within 48 hours.

The event drove a significant boost in the #YouTubeMusic campaign, generating buzz and engagement across multiple platforms.



Vans off the wall Girl Skate

Girl Skate Concept Creation and Production:
Theme Park, Events, and Merchandise

Mission

Inspire young girls to embrace skateboarding and create an inclusive environment for practice in a skatepark.

Solution

We developed a specialized event area surrounding the skatepark in Huddinge, featuring activities like photo sessions for skaters with Vans merchandise. The event also included prominent female skaters, offering meet-and-greet opportunities and professionally-led clinics.

Production

We constructed a well-equipped event area complete with tents, food courts, and designated skatepark zones for various skill levels. Our photo booth allowed participants to print custom Vans t-shirts, while merchandise giveaways captured significant attention, with videos from the event going viral.

Results

Vans leveraged the event setup and merchandise initiative on a global scale, leading to widespread acclaim. The Stockholm event attracted 1,500 more attendees than expected, receiving extensive media coverage across television, print, and radio platforms.



Branding

Visual Identity that commands attention

A strong brand isn't just a logo—it's a statement, a strategy, and an experience. We develop cohesive brand identities that resonate, ensuring recognition, consistency, and long-term impact.

Whether launching a startup, refreshing an established brand, or shaping corporate communication, we create strategic frameworks that bring brands to life—and keep them thriving.

Great design isn't just seen—it's felt. We bring ideas to life through visually striking branding, packaging, event visuals, and marketing materials that capture attention and elevate brand identity.

From digital experiences to craftsmanship in physical spaces, we shape corporate environments and brand touchpoints that seamlessly blend aesthetics with strategy—ensuring every design enhances the brand experience.



NOMADNESS

Buschery

-This is what we do, turning bold visions into unforgettable brands.

Concept

Buschery is more than a fragrance—it's an experience. Our task was to translate its essence into a powerful, cohesive brand identity that speaks to modern luxury with an edge.

What we delivered

Brand strategy & storytelling – defining the voice, attitude, and positioning.

- Visual identity – sleek logo, bold typography, and a refined color palette.
- Packaging & sensory experience – high-end materials with a minimalist, statement-making design.
- Cross-platform execution – ensuring Buschery's presence is as bold online as it is on the shelf.

The impact

A signature brand identity that fuses metropolitan sophistication with fearless style, crafted for those who lead, not follow



Apparel, Objects, Identity

– Beyond the Logo, we create design that moves with your brand

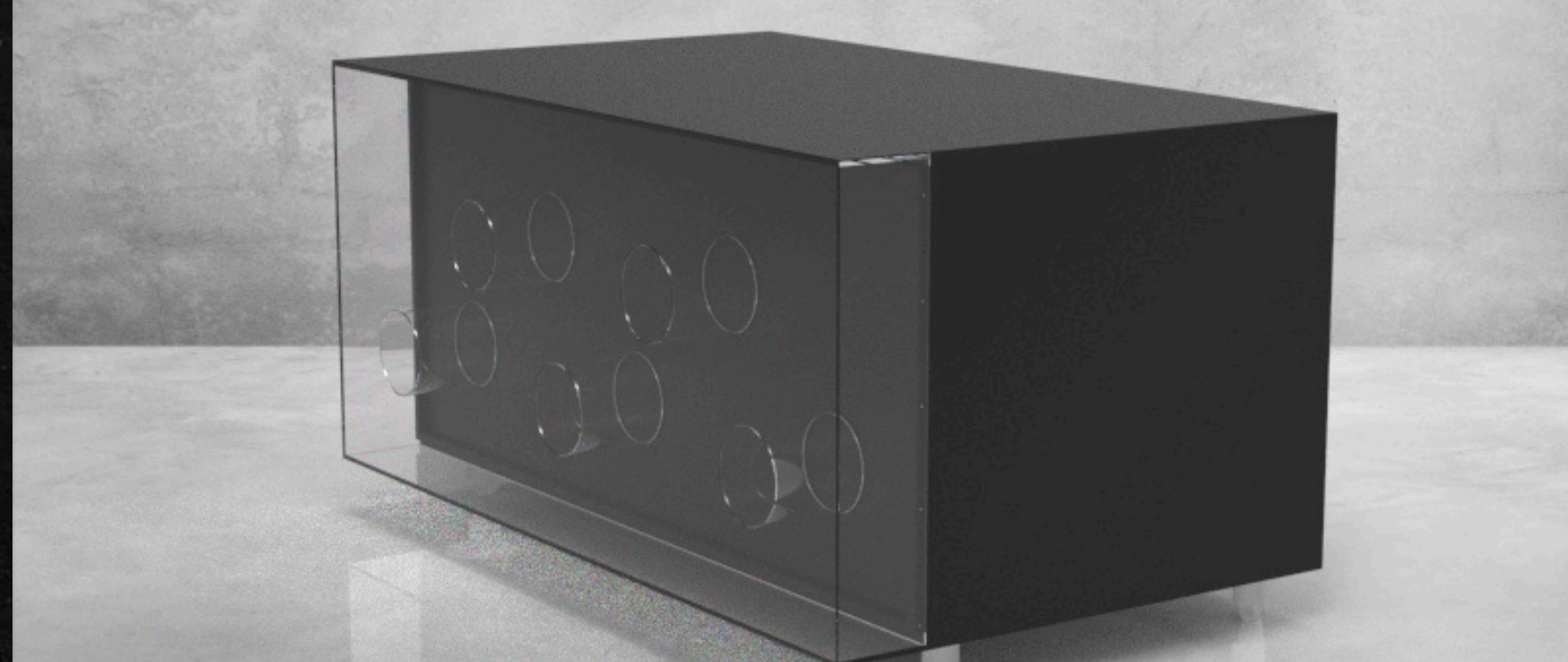
At Nomadness, design is never just decoration—it's a strategic tool that brings brand identity to life across every touchpoint. We craft bold visual worlds that extend beyond logos and graphics, shaping the way people see, feel, and interact with your brand.

In addition to branding, packaging, and environmental design, we offer custom-designed merchandise and staff apparel that seamlessly integrate into your overall concept. Whether it's event uniforms, branded wearables, or on-theme merchandise, we create pieces that are not only functional but also visually powerful, enhancing the customer experience and reinforcing your brand's story.

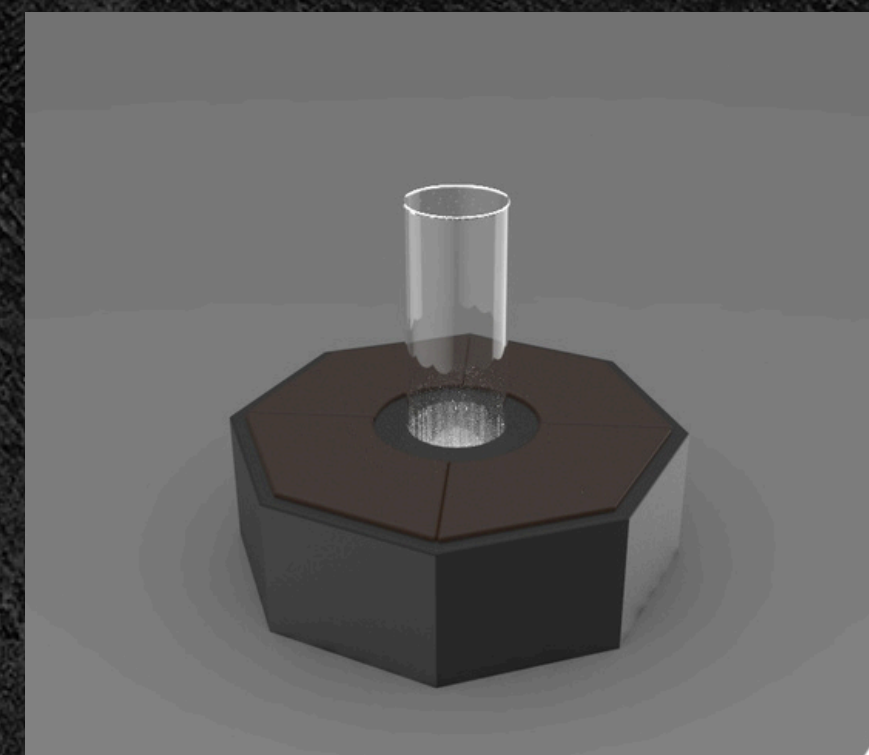
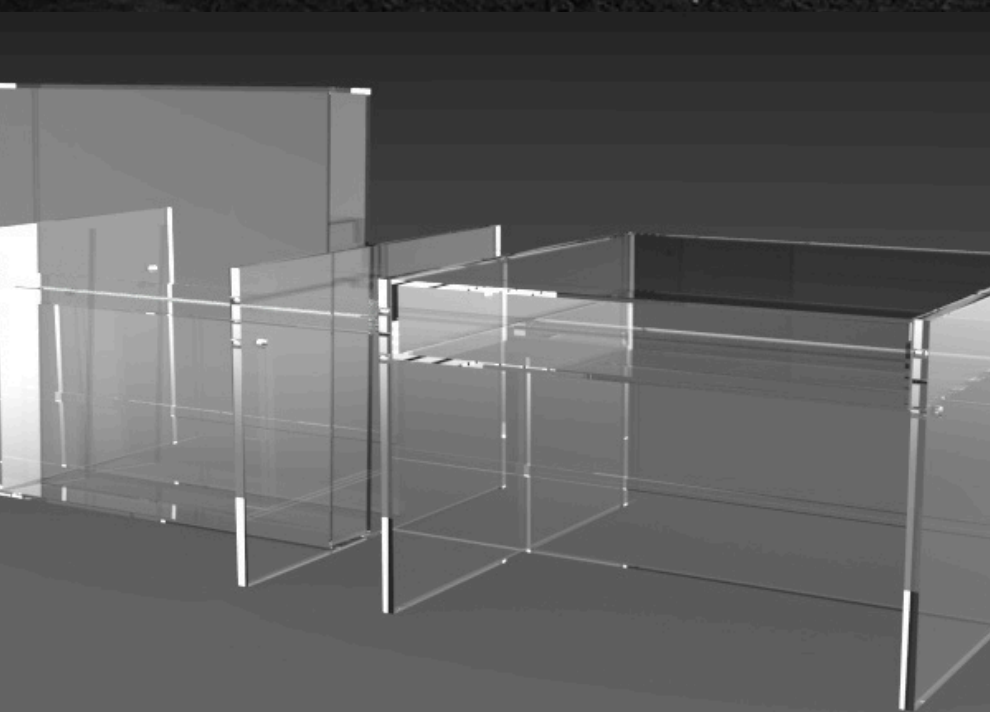
These design elements are developed as part of the overall concept—from look and feel to materials and tone of voice—ensuring consistency and impact across digital, physical, and human touchpoints. When staff become brand ambassadors and merchandise becomes part of the brand narrative, design becomes a living extension of your identity.

From caps to coats, tote bags to takeaways, every item is thoughtfully crafted to match the mood, message, and meaning of your brand experience. We don't just design objects—we create wearable, touchable, and shareable expressions of your brand.






NOMADNESS



From identity to experience

– Wear the Brand, Live the Concept

Great design isn't just seen—it's felt. We bring ideas to life through visually striking branding, packaging, event visuals, and marketing materials that capture attention and elevate brand identity.

From digital experiences to craftsmanship in physical spaces, we shape corporate environments and brand touchpoints that seamlessly blend aesthetics with strategy—ensuring every design enhances the brand experience.

We deliver one seamless brand experience.



Gränges

- One Seamless Brand Experience

Mission:

To elevate the Gränges booth at Aluminium 2024 with branded apparel, merchandise, and thoughtful details that reinforced the company's identity—from staff styling to visitor interaction—while creating a unified, proud, and premium brand presence.

Concept Execution:

Instead of imposing a full uniform, we allowed staff to wear their own tailored suits and shoes, adding a touch of individuality. The consistency came through the details:

🚩 Logo-embroidered scarves and 🧦 custom socks brought subtle sophistication and unity to the team's look. These branded accessories created a strong visual identity without compromising personal style—professional, yet on-brand.

To further boost team spirit and create an off-site sense of community, we handed out black logo hoodies upon arrival—perfect for travel, setup days, and off-hours wear. It became more than just clothing; it was a badge of belonging.

Branded Hospitality:

Branding extended to every guest interaction. Throughout the day, we served chilled mocktails and premium coffee in custom Gränges thermoses, reinforcing the brand through every sip. As the workday wrapped, the booth shifted tone, offering after-hours cocktails—served in the same branded vessels, transforming the space while keeping the experience seamless.

🌟 The apparel and merchandise strategy wasn't just functional—it was a living part of the concept. This is branding that's worn, shared, sipped, and felt—one seamless brand experience.



Our Client Collaboration Process

From Strategy to Impact – A tailored approach

Great marketing doesn't happen by chance—it's the result of strategic vision, bold creativity, and seamless execution. At Nomadness, we take a tailored, results-driven approach to every collaboration, ensuring that brands don't just show up—they stand out.

From brand discovery to market activation, we work closely with our clients to craft compelling narratives, design immersive experiences, and drive meaningful engagement. Our process is built for impact, helping brands elevate their presence, connect with their audience, and build long-term loyalty.



Discovery & Insights

We begin by deeply understanding your brand, goals, and challenges.

Conduct stakeholder interviews, market research, and competitor analysis.

Identify key messaging, audience personas, and strategic opportunities.

Concept Development & Strategy

Tailor a concept-driven marketing strategy.

Align messaging with your brand identity across digital, communication, and event touchpoints.

Develop creative concepts that resonate with your audience and business objectives.

Execution & Activation

Implement digital marketing strategies, brand campaigns, and content creation.

Develop out-of-home (OOH) activations, exhibitions, and experiential marketing strategies.

Execute social media management, PR, and crisis communication if needed.

Engagement & Optimization

Monitor campaign performance through analytics and key metrics.

Optimize digital user experience (UX) and refine strategies based on audience engagement.

Provide continuous support for long-term brand positioning and customer loyalty.

Evaluation & Growth

Assess the impact of marketing efforts and gather insights for future strategies.

Offer recommendations for scaling brand awareness and enhancing audience connection.

Ensure sustainable brand growth through innovation and creative storytelling.



NOMADNESS

Us



We are street-smart creators, bold thinkers, and cosmopolitan storytellers—living for the energy of a great party, the inspiration of a city getaway, and the freedom of a beach escape.

As digital nomads rooted in Stockholm, we craft concepts that move people and brands. We blend strategy with creativity, shaping experiences that leave a lasting impact—whether through design, branding, or immersive marketing activations. With decades of global experience, we thrive on cultural fusion, disruptive ideas, and the art of making brands stand out.

From corporate giants to lifestyle brands, we turn visions into reality. No fluff, no limits—just sharp, strategic creativity that delivers.

www.nomadness.io
hello@nomadness.io

Jimmy Grevius +4670 048 22 80
Micaela Braunanander +4670 488 89 29





Thank you!