

## AWARD WINNING ADVERTISING

**The advertising for the brand Woolpower, by Ullfrotté AB has been recognized internationally. In competition with over 5500 other ads from 45 countries, Woolpower's ad campaign was chosen by EPICA (Europe's Premier Creative Award) as one of the finalists in the "Fashion: Clothing and Fabrics" category.**



EPICA, the largest advertising competition in Europe, and each year it names "Europe's Best Advertising." The jury consists representatives of Europe's leading marketing and advertising magazines. In the category "Fashion: Clothing and Fabrics," Woolpower became one of the ten finalists. The eventual winner was Levis.

The Woolpower advertising campaign is a result of the collaboration between Ullfrotté AB, the McBride advertising agency and photographer Jörgen Reimer. "Are you cold? How unnecessary" is the title of the campaign, and the idea behind it is to create a feeling of being cold in various environments and to offer the best solutions for how to stay warm.

- This is a big honor and very exciting, says Sara Wänseth, VP of Marketing at Ullfrotté AB. The new brand name has been very well received both in Sweden and internationally, and has already resulted in a great increase in revenue this year.

For more information or for high resolution images:

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