

HiQ on shortlist for Eurobest

HiQ is as the only Swedish tech consultancy company on the Eurobest's shortlist. One of the international advertising industries most prestigious awards.

"Superfun that we get noticed! To build brands today is a mix of tech and creativity. This is a perfect example of when we use our deep tech knowledge in combination with creativity to create something that makes the experience at LEGO House even more fun, and also creates attention. To be on the shortlist is really great, but we're in for the win", says Erik Ridman, Head of Communications at HiQ.

HiQ has been nominated in two categories for the work with LEGO House; Brand Experience & Activation (*Touchpoint Technology & Tech-led Brand Experience*) and Digital Craft (*Innovative use of technology*).

"A dream assignment for us. We have created a digiphysical play experience for the family restaurant that involves visitors in the process of composing their food order with the help of LEGO bricks. This is a good example of the result we make when we combine our deep technical know-how with creativity", says Jerker Lindstén, Managing Director of HiQ Gothenburg.

HiQ is the only Swedish tech consultancy company that is on shortlist for this year's edition of Eurobest. Among the other agencies that also got nominations you find Forsman & Bodenfors, Åkestam Holst, M&C Saatchi, Acne and Nord DDB.

Gold, Silver and Bronze winners are announced on the 10th of December. The Grand Prix and Special Award winners get reviled during a price ceremony in London the 13th of December.

More about HiQ's project for LEGO House:
www.hiq.se/en/cases/lego-house

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