

HiQ is new communication agency for Swedish Royal Opera

The Swedish Royal Opera chooses HiQ as its communication agency in the areas of digital strategy and digital and analogue design.

The framework agreement, which runs for up to four years, was signed after a procurement earlier this winter. Together with two other agencies, HiQ will partner with the Royal Opera in the areas of digital strategy and digital and analogue design.

"The Opera has a very clear vision of what it wants to do. It feels good to be a communication partner in their extensive work on developing their brand and tying existing audiences even closer to it, but also attracting a whole new audience," says Magnus Gudéhn, MD of HiQ Stockholm.

The Royal Opera has collaborated with HiQ before. Last year, HiQ developed the Opera's popular app with which you can get the text from the performance translated and read through your mobile's headphones.

The agreement is valid for two years from 1 January 2018, with options for a two-year extension.

For more information, please contact:

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