

Lantmännen's tribute to earth wins communication award for the third year in a row

During yesterday's 100 wattaren gala at Stockholm City Hall, Lantmännen won an award for effective communication in the Consumer category with the advertising campaign "Long Live the Earth".

The 100-wattaren competition, one of the industry's most prestigious, has been rewarding communication with proven efficacy since 1990. The award is backed by both research and collaboration between the Swedish Advertisers Association and other actors.

Lantmännen received an award in the Consumer category. In this category, entries compete with communication aimed at consumers, that has clear brand building goals and that creates increased business value. The category was characterized by fierce competition with a total of 22 nominated entries in the final.

"The fact that we receive an award again this year is a great acknowledgement that our communication with its base in viable agriculture and good food continues to reach a wide audience in a way that reinforces the image of Lantmännen. It is through our responsibility throughout the value chain from farm to fork that we build credibility for our communication," says Frida Tydén, Senior Vice President & Head of Communications & Marketing, Lantmännen.

The jury's motivation: A campaign that stands out in an advertising world where much looks the same, this brand manages to build a strong foundation for several of their products without even mentioning them. It does not only drive curiosity but also willingness to buy and effect within a broad target group. Long live a classic brand building format that will continue to reap success for many in the future!

"This is so rewarding, winning the 100-watt for the third year in a row is proof that our advertising concept has created a lasting effect for the Lantmännen brand and, by extension, for our operations. Perhaps the most important proof of the effect we have achieved is our trust surveys for Lantmännen, which in 2024 reached 79% – the highest figure since we started our surveys in 2011," says Mark Robinson, Director Group Brand & Marketing, Lantmännen.

In 2023, Lantmännen won when the campaign was given first place in the category "100 Fattaren" and third place – 50 watts – in the Company category. In 2022, the campaign was given a third place – 50 watts – in the Business category.

More information

- The advertising agency for the campaign "Long Live the Earth" from Lantmännen was Nord DDB.
- The 100-wattaren competition consists of ten categories that span different areas.
- The categories are consumer, business, society & opinion, non-profit & charity, strategic design, employer branding & recruitment, long-term, forward-looking, international, and 100-grasper.
- In the competition, one 100-watter ("Gold"), one 75-watter ("Silver") and one 50-watter ("Bronze") will be awarded in each category.

If you have any questions, please contact:

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About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 18,000 Swedish farmers, we have 12,000 employees, operations in over 20 countries and an annual turnover of approximately SEK 70 billion. With grain at the heart of our operations, we refine arable land resources to make farming thrive. Some of our best-known food brands are AXA, Kungsörnen, Scan, GoGreen, FINN CRISP, Schulstad and Vaasan. Our company is founded on the knowledge and values acquired through generations of farmers. With research, development and operations throughout the value chain, together we take responsibility from field to fork. For more information: www.lantmannen.com