

Lantmännen's communication awarded for contributing to a more sustainable society

Lantmännen, nominated in no less than three categories at the 100-wattaren communication awards, won twice at yesterday's gala at Stockholm City Hall – first place in the "100-fattaren" category for the "Long Live the Earth" campaign and another award in the "Business" category for the same campaign.

100-wattaren Awards, one of the industry's most reputable and prestigious competitions, has rewarded communication with proven effect since 1990. Behind 100-wattaren is both research and collaboration between the Swedish Association of Advertisers and NoA Consulting.

Lantmännen won the "100-fattaren" award. In this category, entries that through communication activities have contributed to a more sustainable society – a positive effect for the planet, society, and the company – are contested. It is also positive if companies can clearly link the communication to one of the UN's Sustainable Development Goals (SDGs). The contribution must be able to show how the activity contributes to the company's sustainability goals and business goals.

"The awards are proof that we reach a broad audience in our communication and succeed in conveying the importance of thriving agriculture and our responsibility in the sustainable transition. It is also by continuing to demonstrate both expertise and innovation that we build credibility, and we will continue to demonstrate our responsibility throughout the value chain from field to fork," says Frida Tydén, Senior Vice President & Head of Communications & Marketing, Lantmännen.

The jury's motivation: "By benchmarking better soil health against the modern space race, Lantmännen is taking a major approach to its most important sustainability challenge. The campaign creatively captures their big shift, while aiming to get more actors on board on a responsible journey towards better soils."

"Yesterday's awards in 100-wattaren are further confirming that our advertising not only creates attention and a positive image of Lantmännen among the general public and consumers, but also trust and business value amongst customers and partners," says Mark Robinson, Director Group Brand & Marketing, Lantmännen.

In addition to the 100-fattaren, Lantmännen also won an award in the "Business" category. The advertising agency for the campaigns from Lantmännen was Nord DDB.

Facts

- 100-wattaren Awards 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-fattaren.
- In each category, one 100-wattare ("Gold"), one 75-wattare ("Silver") and one 50-wattare ("Bronze") is awarded.

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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 10,000 employees, operations in over 20 countries and an annual turnover of SEK 65 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, Bonjour, Kungsörnen, GoGreen, Gooh, 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