



HOW THE SPONSORSHIP OF RAMBOLL STOCKHOLM HALF MARATHON IS DRIVING THE RAMBOLL BRAND AND BUSINESS GROWTH IN SWEDEN

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 SPOT:ON CONFERENCE OCTOBER 6TH



RAMBOLL SPONSORSHIP METHODOLOGY AND RESULTS



OUR MISSION

Create sustainable societies where people and nature flourish



RAMBOLL SPONSORSHIP METHODOLOGY AND RESULTS FOR BUSINESS GROWTH



TARGET GROUPS - GENERAL PUBLIC



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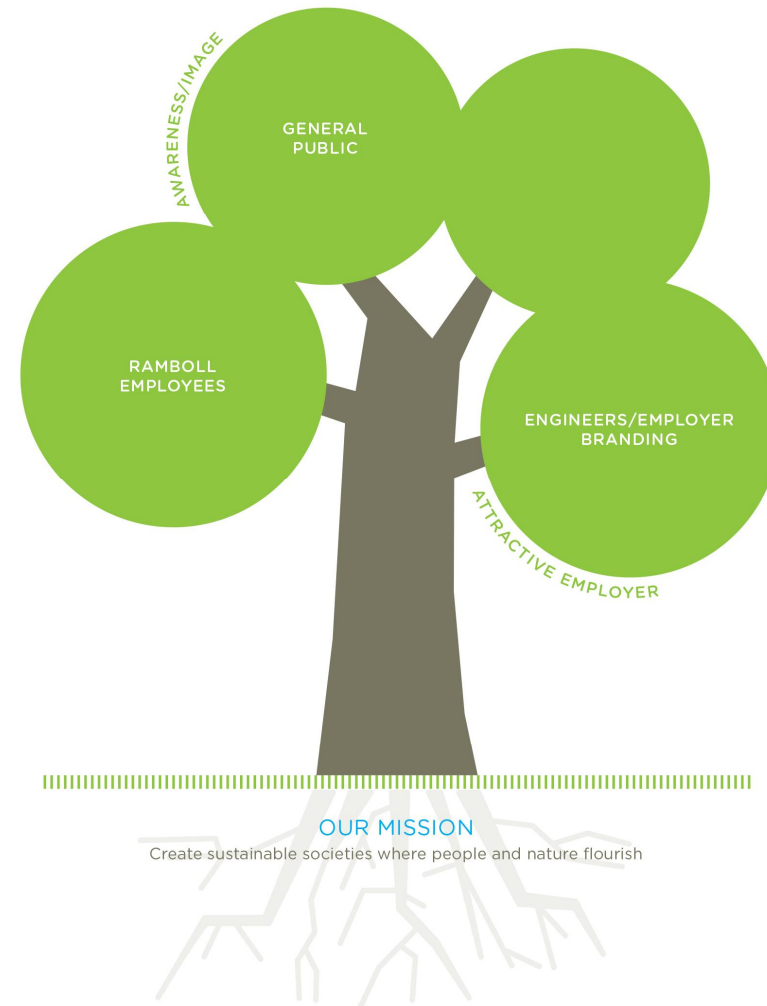
TARGET GROUPS - ENGINEERS EMPLOYER BRANDING



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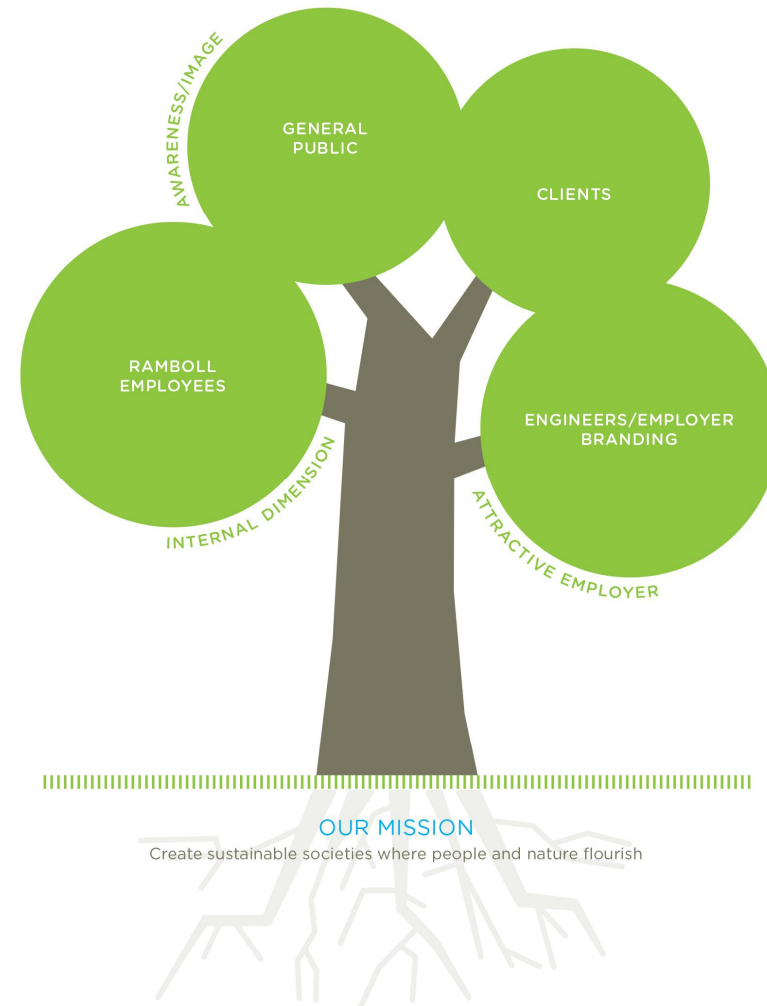
TARGET GROUPS -RAMBOLL EMPLOYEES



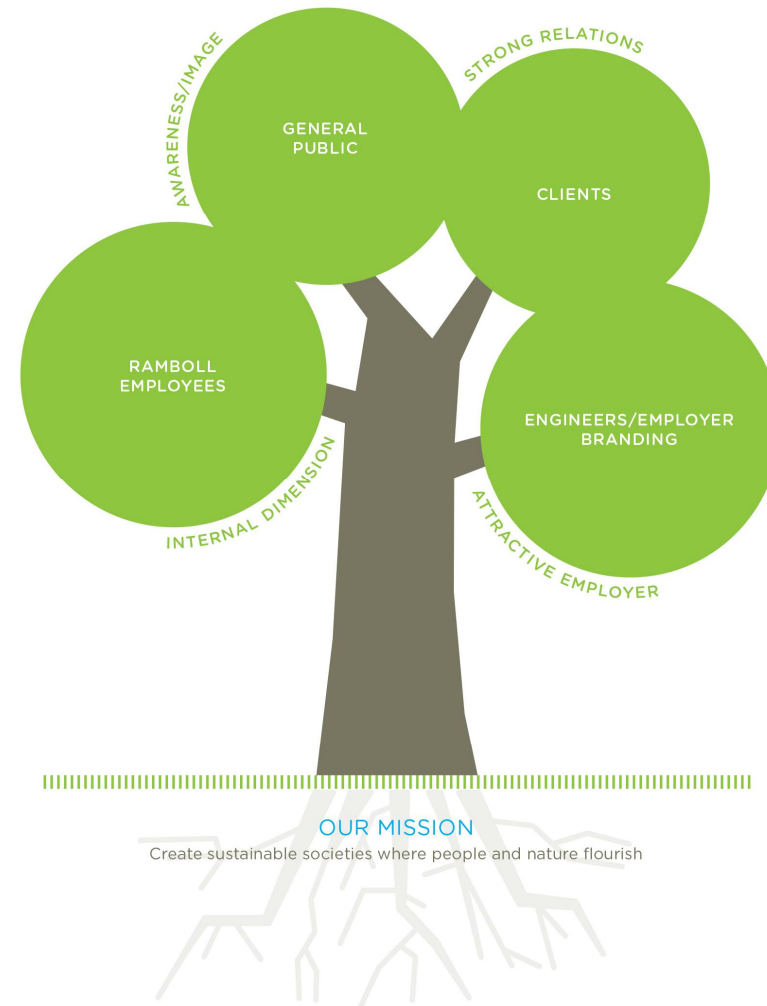
TARGET GROUPS - RAMBOLL EMPLOYEES



TARGET GROUPS - CLIENTS



TARGET GROUPS - CLIENTS



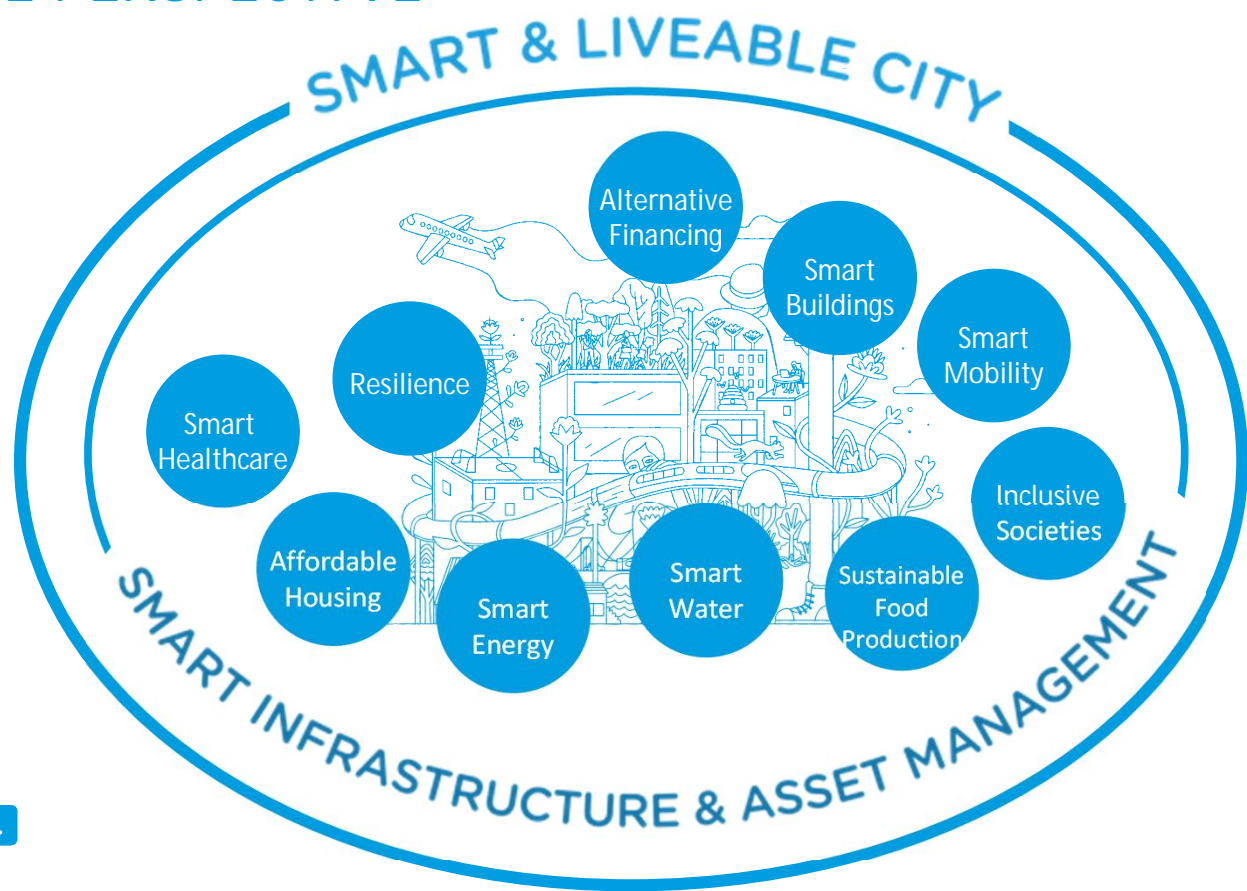
WHO IS RAMBOLL?



"A SOCIETY ADVISER AND TECHNICAL CONSULTANT DESIGNING THE CITIES AND SOCIETIES OF TOMORROW. WE ARE PIONEERING SOLUTIONS AND BELIEVE IN GIVING BACK TO SOCIETY. BEING OWNED BY A FOUNDATION WE CAN LIVE OUR VALUES AND FOCUS LONG TERM ON CREATING SUSTAINABLE SOCIETIES WHERE PEOPLE AND NATURE FLUORISH"

RAMBOLL

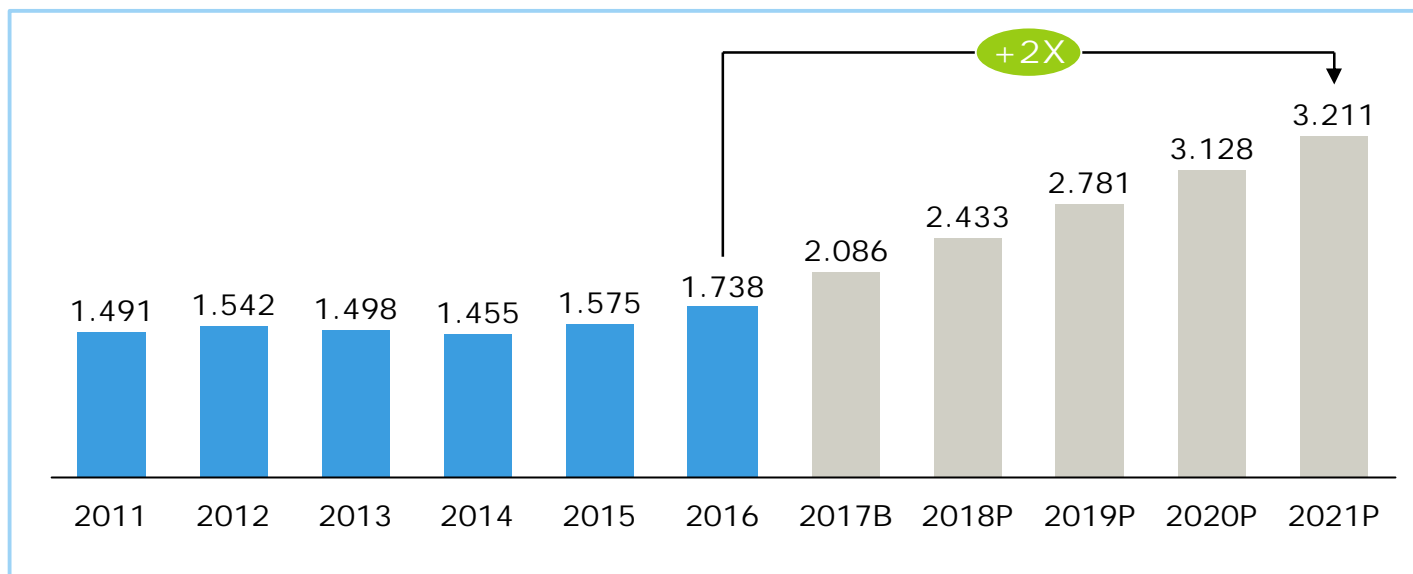
HOW DO WE SUPPORT SOCIETY AND OUR CLIENTS - VALUE PERSPECTIVE



RAMBOLL SWEDEN - OUR GROWTH JOURNEY

SEK million

Planned revenue growth, Ramboll Sweden

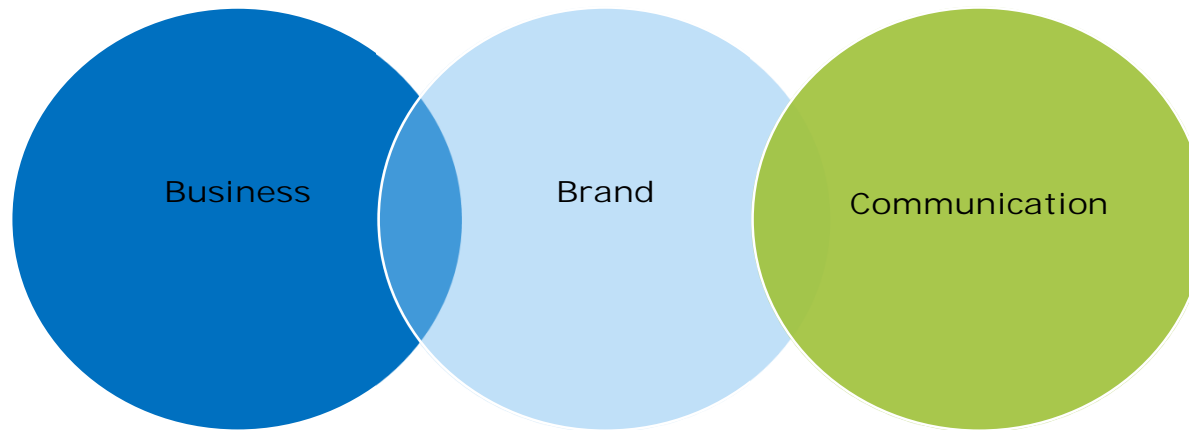


SOURCE: Ramboll Annual Report; internal

HOW CAN BRAND AND MARKETING SUPPORT RAMBOLL SWEDENS GROWTH JOURNEY?



STRATEGIC APPROACH



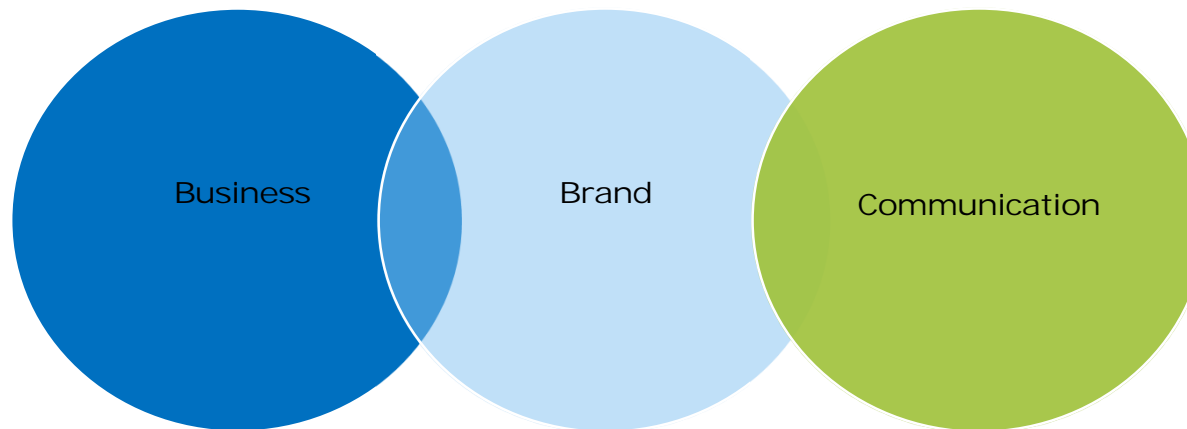
How we create
value and grow

Building our
desired image

How we
communicate



STRATEGIC APPROACH– KPI'S LINKING BUSINESS, BRAND AND COMMUNICATION TOGETHER



Revenue growth
Margin
Profitability
Customer satisfaction

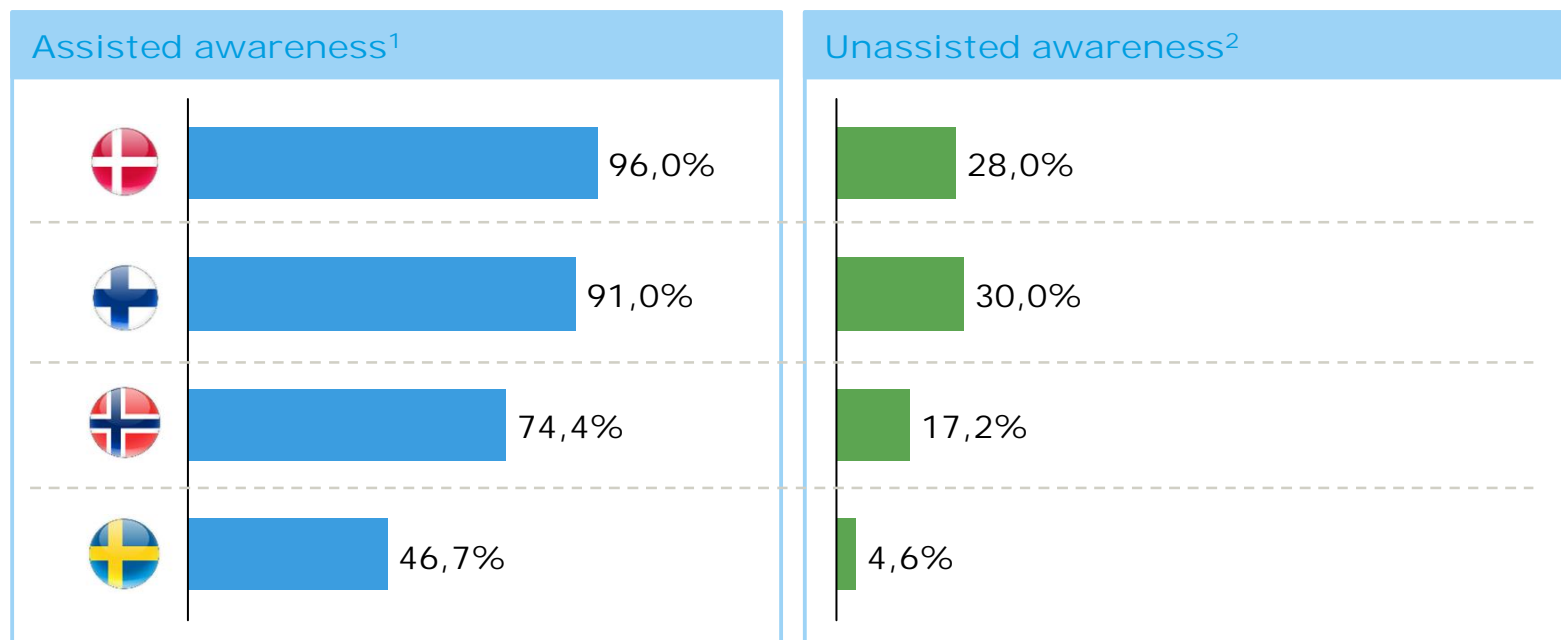
Brand awareness
Brand preference
Brand image
parameters:

- Sustainability
- Society Advisor
- Innovation

Relevance & Engagement
Observation value
Traffic
Conversion rate

STARTING POINT: - LOW BRAND AWARENESS IN SWEDEN

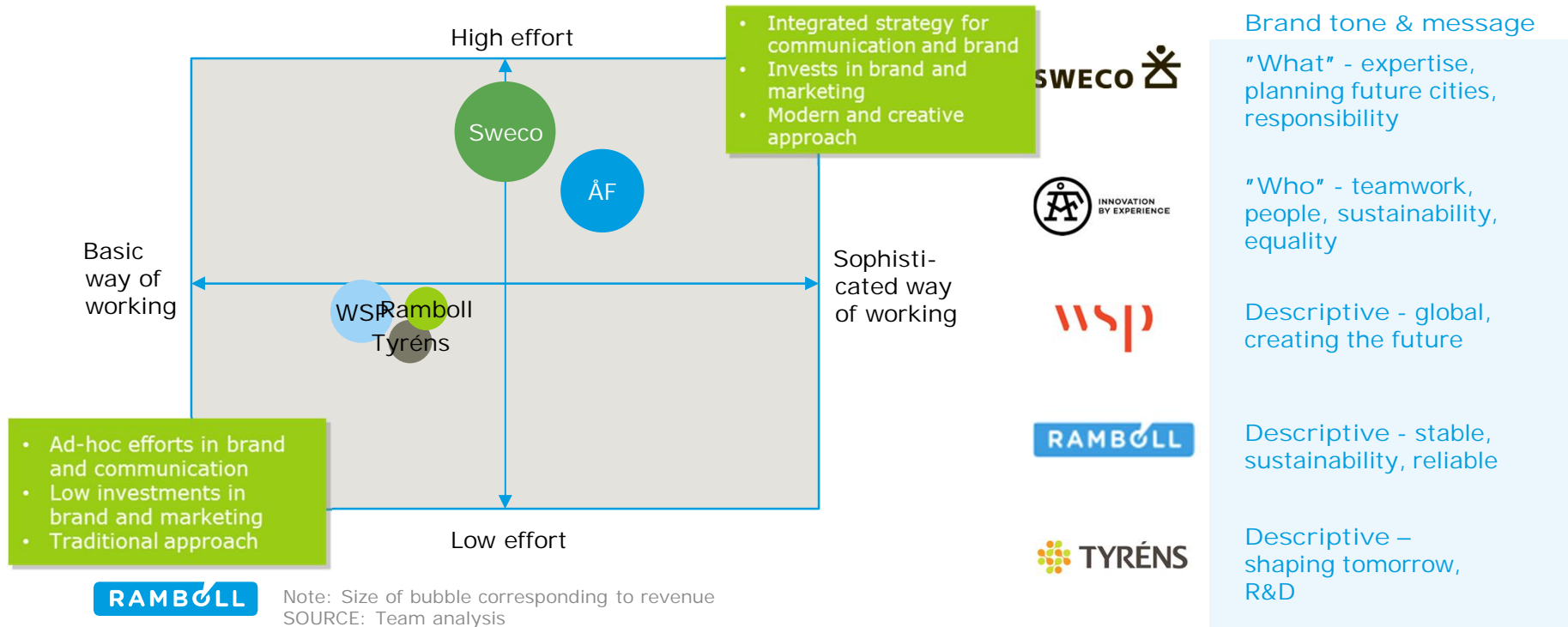
Ramboll Nordic, brand awareness (2017)



1 Asking if know the brand, within given category
2 Asking if know the brand, without any other information
SOURCE: Universum Global

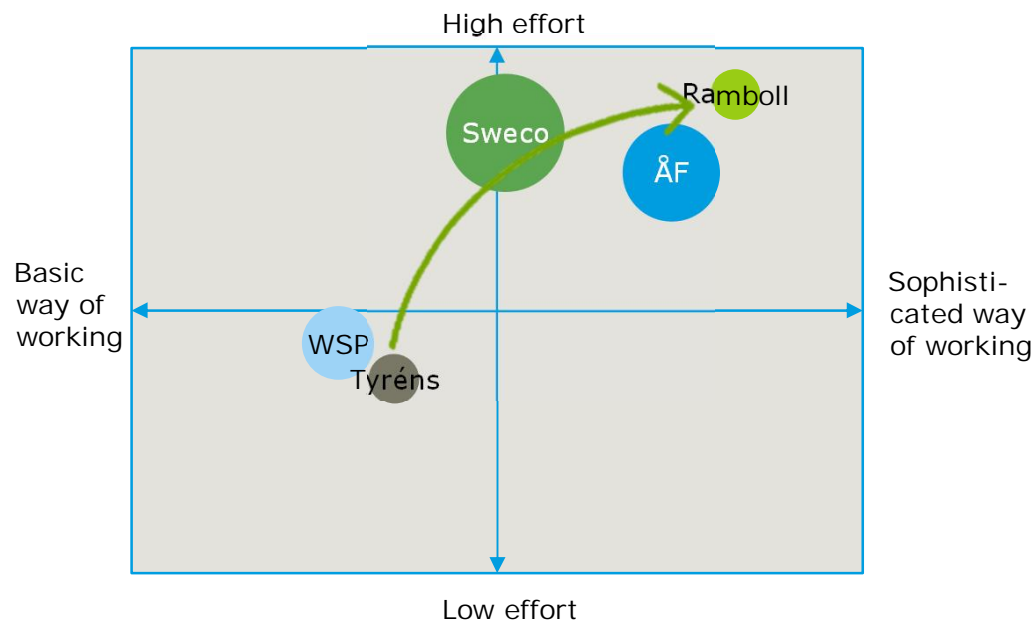
COMMUNICATIVE DUE DILLIGENCE INCICATES - "OUR BRANCH SUCK AT COMMUNICATION"

Brand and communications landscape for Swedish engineering consultants, April 2017



OPPORTUNITY - WE HAVE A POTENTIAL TO REALIZE!

Swedish communications landscape, April 2017



Note: Size of bubble corresponding to revenue
SOURCE: Team analysis



Brand tone & message

"What" - expertise, planning future cities, responsibility

"Who" - teamwork, people, sustainability, equality

Descriptive - global, creating the future

Descriptive - stable, sustainability, reliable

Descriptive - shaping tomorrow, R&D

CHANGING CONSUMER LANDSCAPE - RELEVANCE & INTEREST KEY

From this...

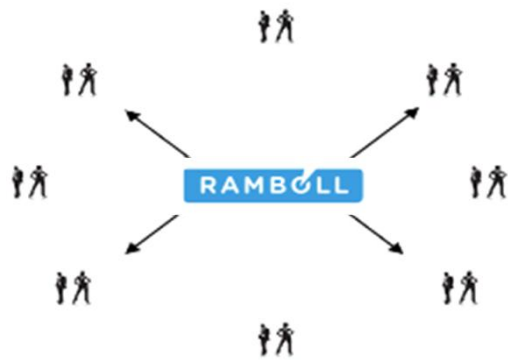


...to this

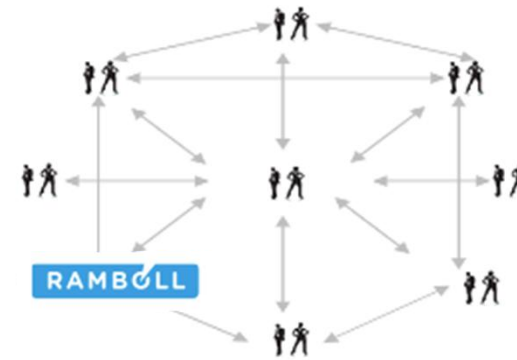


THE TRADITIONAL LOGIC OF COMMUNICATION IS CHANGING..

Traditional communications landscape...



...current communications landscape



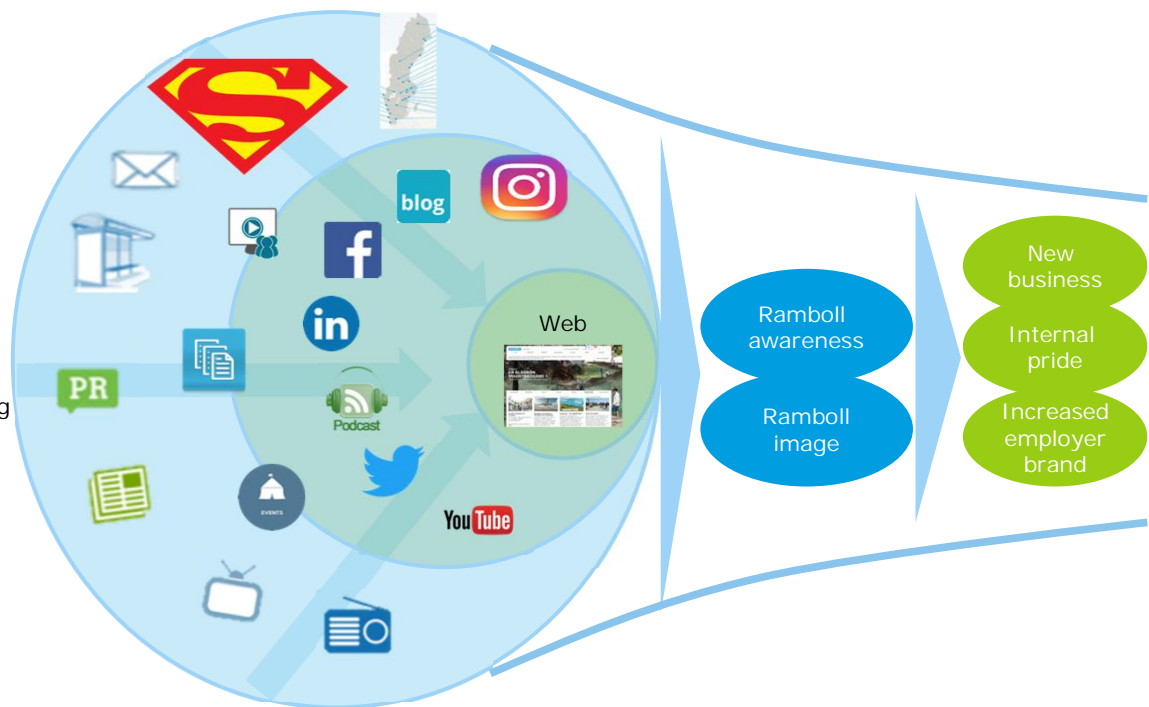
COMMUNICATIONS ECOSYSTEM TO DRIVE BRAND AWARENESS AND IMAGE PERCEPTION

Communications ecosystem

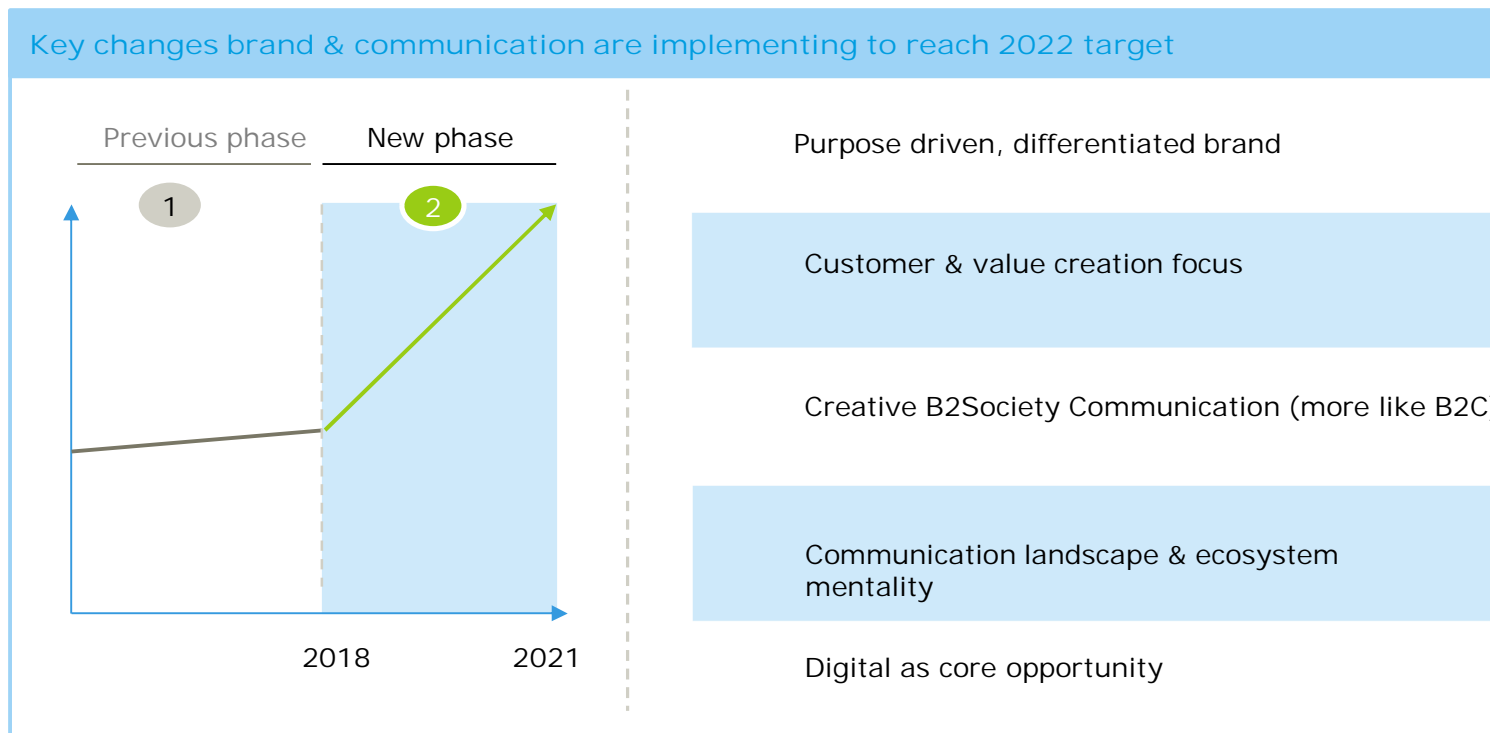
● **Reach media (bought/earned)**
Building general awareness in general media channels

● **Social Media (own)**
Building deeper relationships with audience, through content we control

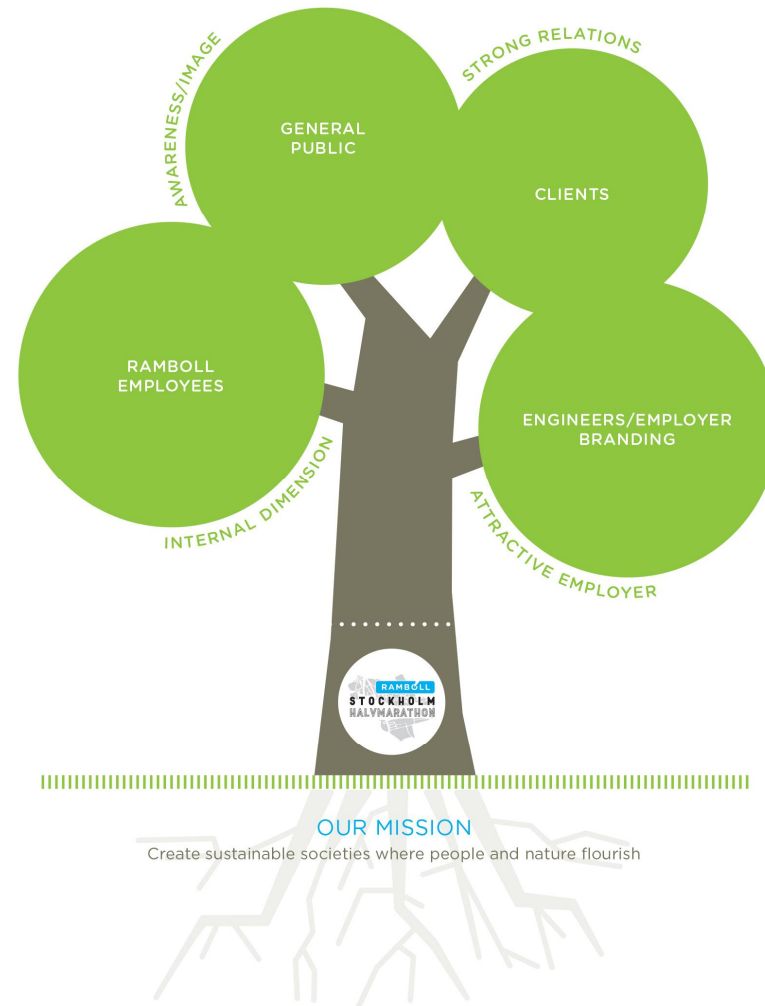
● **Web (own)**
Center of gravity, hub for content leading to contact and business



WE ARE CHANGING THE WAY WE COMMUNICATE - FOCUS ON PURPOSE & VALUE CREATION

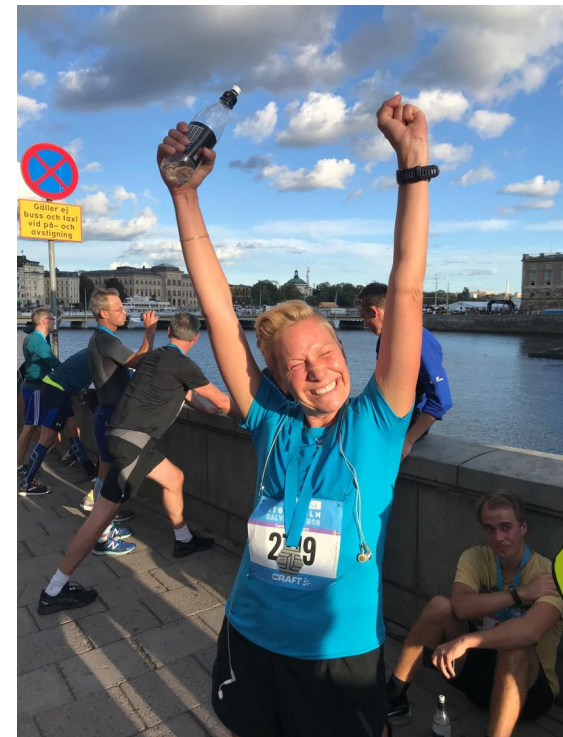


REMEMBER THE TREE



WHY RUNNING

- 40% (4 million people) of the Swedish population claim to be runners, making it the most popular sport in the country. The numbers are increasing.
- Half of all the Swedish runners, also participate in races.
- Huge upswing in sports and competitions rooted in running; triathlon, duathlon, obstacle course running, swimrun etc.
- The most dedicated runners are found in Stockholm (43,5%) and Western Sweden (41,6%)
- Feeling well is the main reason people run – physically and mentally.



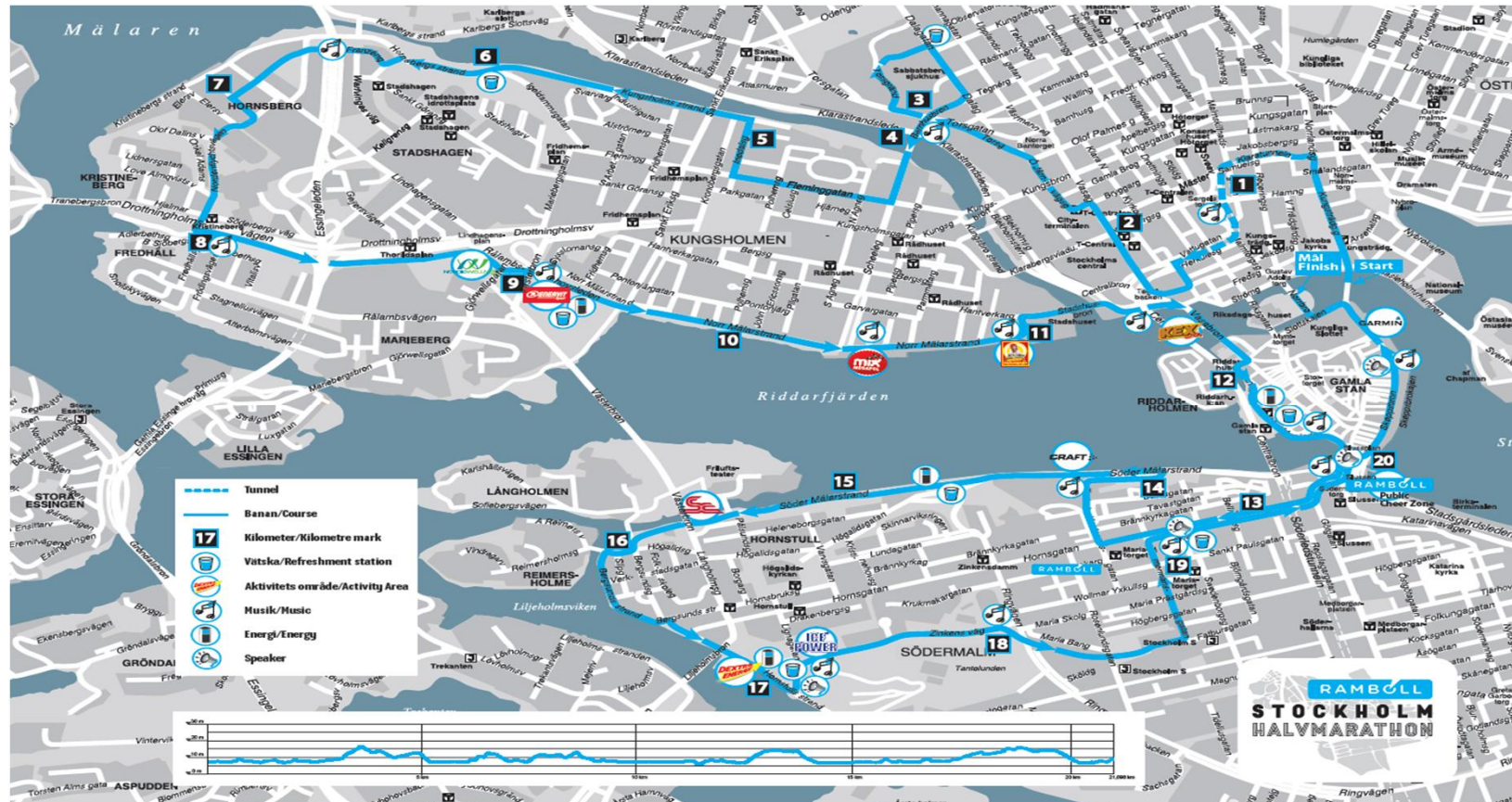
CONCEPT – REASON WHY

Since 1945 we have been running towards the same goal – to create sustainable solutions that improve the lives of people and nature. When cities grow and technology develops, we run in the forefront. Because with development comes new challenges that needs new solutions. We have the power, knowledge and ambition to shape technology and create cities where people feel well, have access to clean air, fresh water and within reach of greenery and nature. Now we step up further and become a part of Stockholm half marathon. We enable the capital for people from all over Sweden and the rest of the world, stimulate to better health and inspire our employees and customers. With swift steps towards a sustainable city.

We call it Engineering for Life.



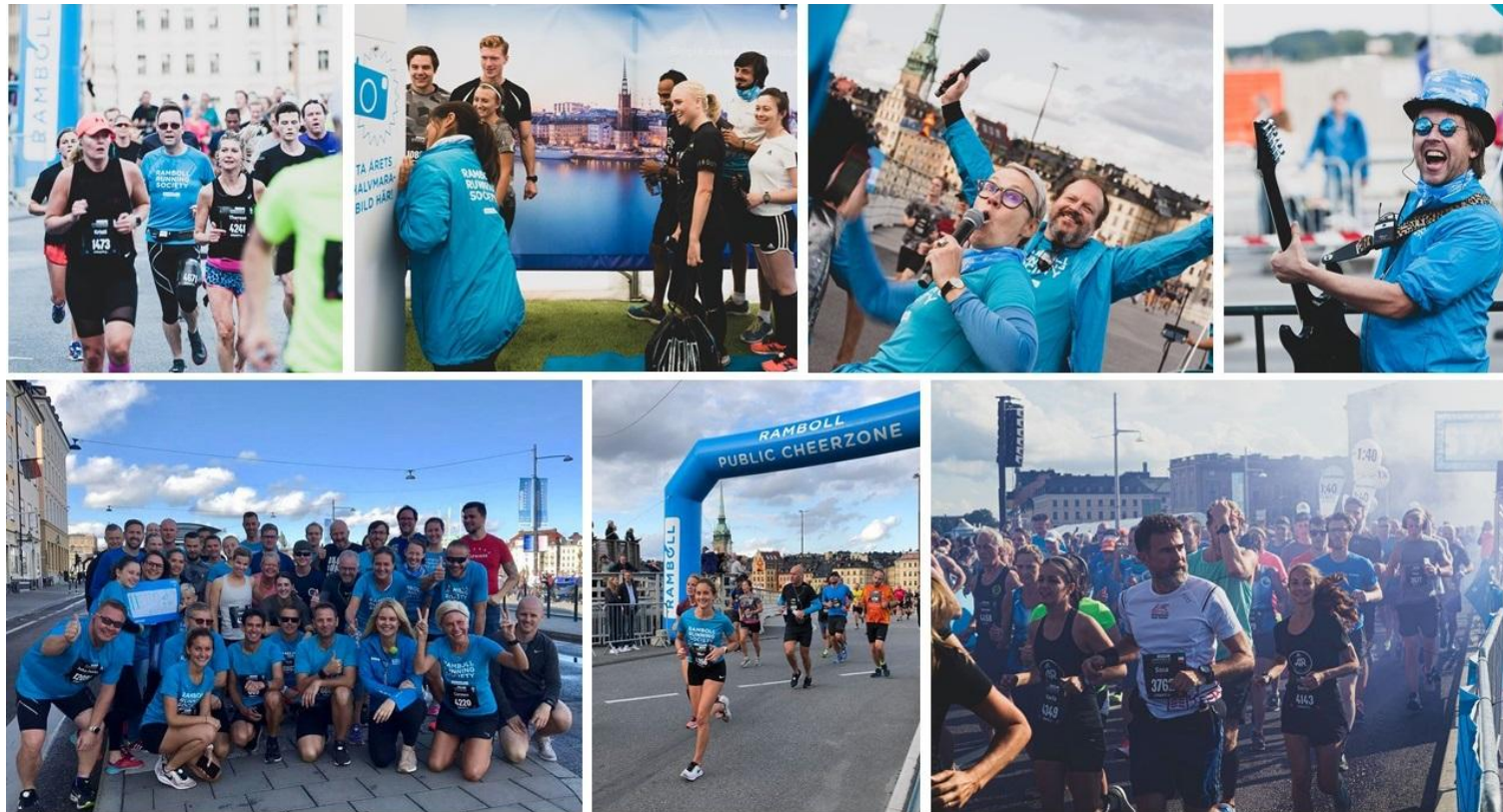
RAMBOLL STOCKHOLM HALF MARATHON



INTERNAL ENGAGEMENT – 230 COLLEAGUES IN THE RACE 2019



INTERACTION WITH CUSTOMERS ON RACE DAY



ACTIVATION CONCEPT

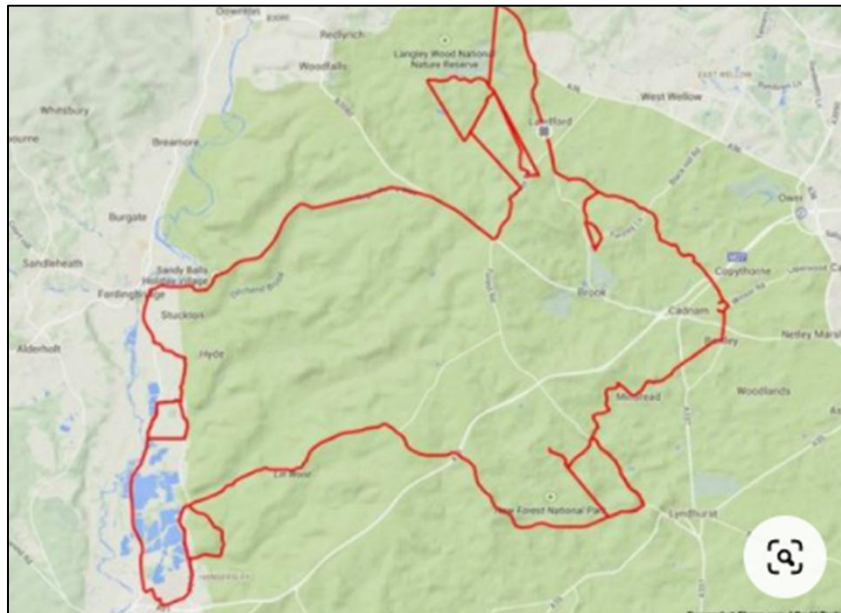


ACTIVATION CONCEPT

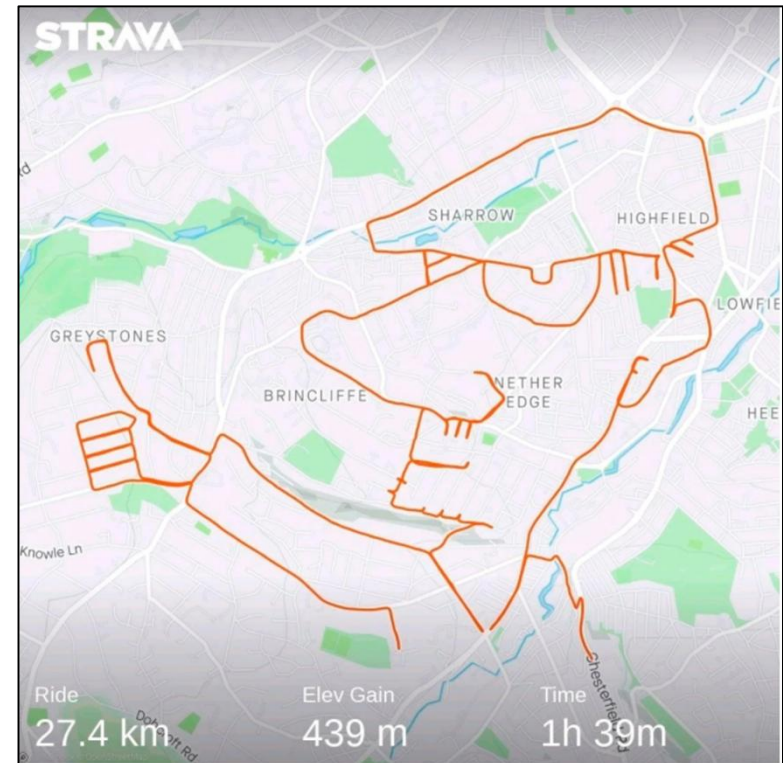


A FIGURE RUNNING APP

What is figure running?



RAMBOLL



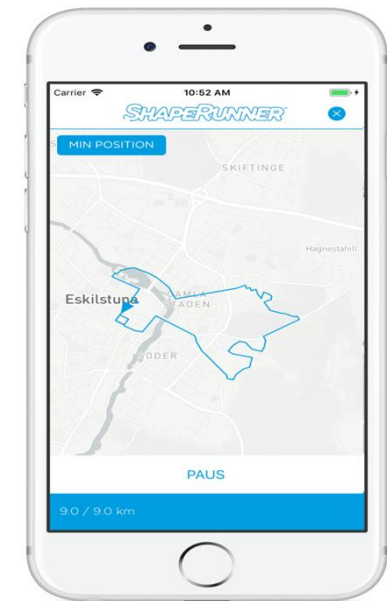
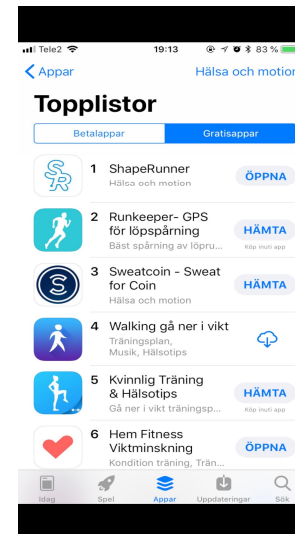
SHAPERUNNER

70 000 downloads and counting

- The world's first and only app for figure running
- Putting the skills of Ramboll employees to creative use – internal pride
- Inviting students at Sweden's largest universities to draw tracks
- 2,8 million views on Youtube
- At this time 27 tracks in 17 Swedish cities

Casefilm: [ShapeRunner 45sec](#)

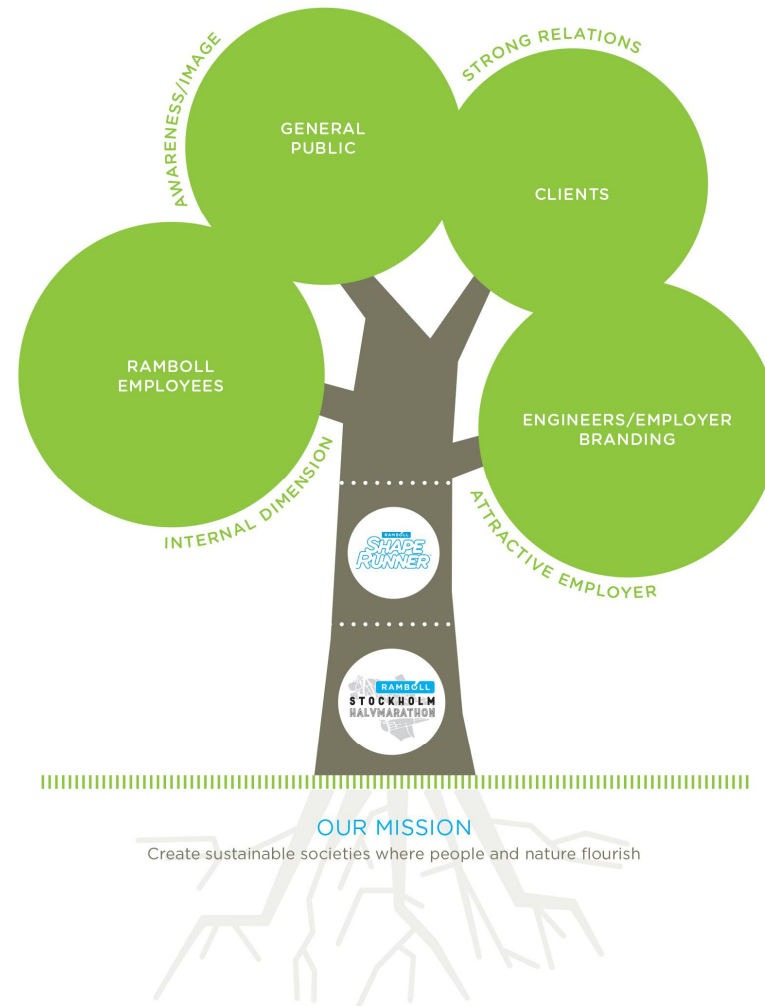
Casefilm: [ShapeRunner 15sec](#)



CASE FILM

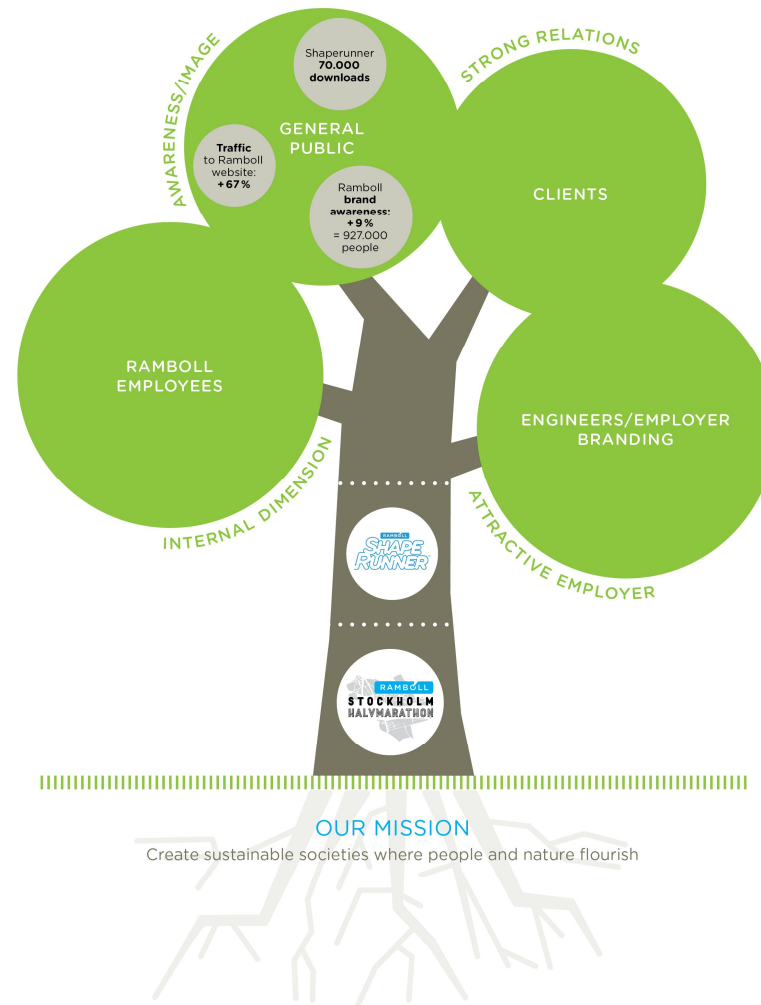
- Roll film summarizing the 3 first years of the sponsorship, activation and results so far.

RESULTS



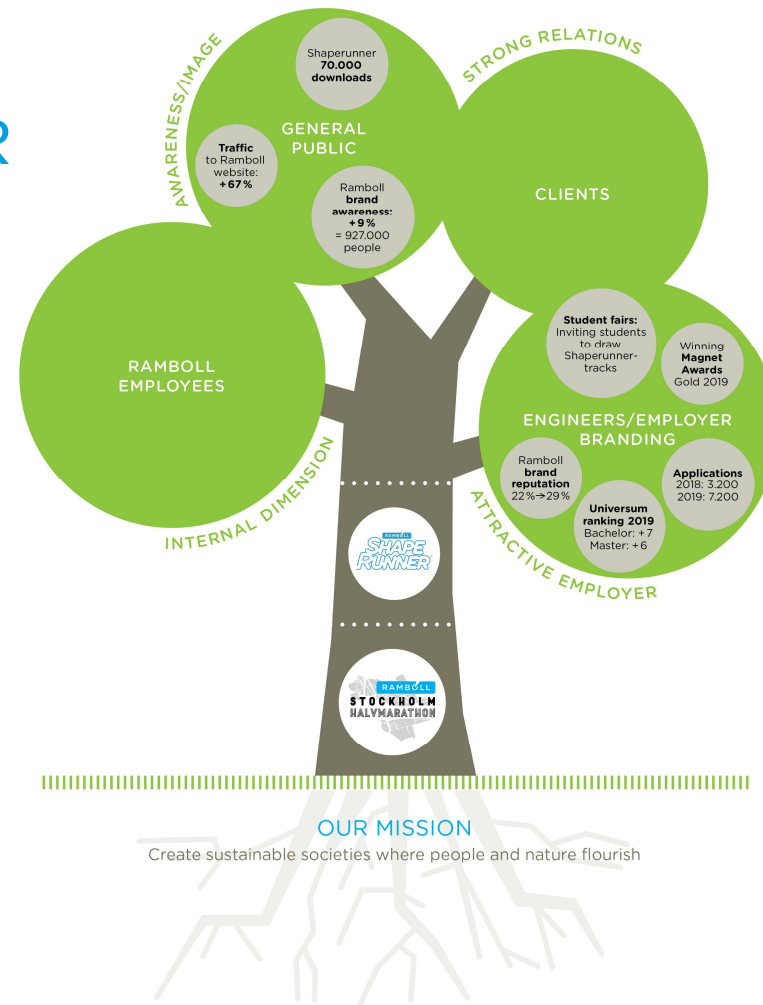
RESULTS GENERAL PUBLIC

- 70 000 downloads of ShapeRunner
- Traffic to Ramboll Sweden's website +67%
- Ramboll brand awareness +9% = 927 000 people



RESULTS ENGINEERS/EMPLOYER BRANDING

- Ramboll brand reputation rise from 22% to 29%
- Job applications to Ramboll Sweden
 - 2018: 3200
 - 2019: 7200
- Universum ranking up
- Winning Swedish national championships in employer branding
- Students all over Sweden draw new tracks to ShapeRunner 2020



RESULTS RAMBOLL EMPLOYEES

- Employees leaving Ramboll -17,6%
- Employee satisfaction rise
- 12% (230) of all employees joined the race 2019
- Ramboll Running Society
- Employees creating the tracks to ShapeRunner 2018-2019



RESULTS CLIENTS

- Client activation on race day
 - free starts for clients
 - hospitality, power up lunch before and recovery service after the race
- Client activation with ShapeRunner
 - Running together as a way to strengthen client relationships during the year



THANK YOU

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