

Case: Awapatent

# A new platform in the market's consciousness

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**Awapatent** are specialists in the field of intellectual property, or IP – a conservative business often steeped in tradition. The firm is a leader in the European market and have recently opened offices in Beijing and Hong Kong to provide consultative support to western companies looking to become established in the east as well as Asian business that see a market in Europe.

## The challenge

Most “patent firms” offer a similar service and have a fairly conformist way of communicating with the market. Awapatent was previously no exception, but three years ago they made a decision to build a profile as a modern knowledge leader in the field of intellectual property.

## Analysis

With over 100 years of experience in Sweden and Europe, Awapatent has an impeccable reputation in their industry. The firm is well-known among those needing consultant services on IP matters.

Awapatent is distinguished by their desire to share knowledge, give strategic advice, and help companies develop their business with the help of IP. However, they are less well-known in Asia and need to establish their brand there.

## The principle

The basis for Awapatent’s positioning is to clearly set them apart from the other actors in the market.

Awapatent’s brand promise is “We are your Champions in IP.” We used this concept to strengthen their position as IP experts in a more playful way and came up with CHAMIPIONS. The headings for all comprehensive communications are always written to add the abbreviation IP to one of the words, with the word appearing correct but being slightly misspelled.

## The solution

“Champions in IP” is the guiding theme for all communication. Images are cinematic and futuristic and always feature a Batman-like symbol based on Awapatent’s logo, preferably with added symbolism: Awapatent as the one that brings things together, carries knowledge, the helper, etc.

## Result

*“Our expressive communication really sticks out and has gained attention both nationally and internationally. As a consulting firm, we want to be forward-thinking and innovative – something that is reflected in our communication.”*

**Birgitta von Friesendorff**

Head of Communications

# CHAMIPIONS

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AWA Asia is the Asian arm of Awapatent, serving clients worldwide from offices in Hong Kong and Beijing.

Our European and Intellectual Property offices are based in New York City and London and our website is [www.awapatent.com](http://www.awapatent.com)

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Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
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## Pyramid Communication AB

### Helsingborg

Box 1026 (Bergaliden 11)  
SE-251 10 Helsingborg

Phone: +46 42 38 68 00

Fax: +46 42 38 68 68

### Stockholm

Box 190 (Waterfront Building)  
SE-101 23 Stockholm

[info@pyramid.se](mailto:info@pyramid.se)

[www.pyramid.se](http://www.pyramid.se)