



Press release
Stockholm November 20, 2020

Goodbye Kansas wins Lovie Awards

Bublar's subsidiary Goodbye Kansas wins a Bronze Lovie and a People's Lovie in the category; "Advertising: Best Use of Animation & Motion Graphics" for their work on the commercial "Volvo: The E.V.A. Initiative".

The awards were presented at the Lovie Awards virtual gala "Lovies X Everywhere" on November 19.

"We are very proud to add a Lovie Award to our awards shelf, and it's especially humbling to win in the People's prize category. The Volvo film has a powerful message conveyed in a beautiful visual. When we started working on it almost two years ago, we knew it would be something special," says Anton Söderhäll, Executive Producer at Goodbye Kansas.

The "Volvo: The E.V.A. Initiative" campaign was created by Forsman & Bodenfors, and Goodbye Kansas worked closely with production company New Land, and Director Laerke Herthoni to create the award-winning film.

"I am very pleased with the success of this film. It is a brilliant example of how our expertise in Performance Capture, Design and VFX can be utilised to create unique visual experiences," says Peter Levin, Managing Director of Goodbye Kansas Studios.

<https://loviaseverywhere.com/watch/9hTAezn4Vwcrq6b5o5Rr>

Lovie Awards

The mission of The Lovie Awards is to recognise the unique and resonant nature of the European Internet community—from Europe's top web and creative networks and content publishers, to cultural and political organisations and individual creators. Now in its tenth year, The Lovie Awards continues to celebrate the most resonant and pertinent stories in Europe. With nearly 1,000 entries from over 30 countries across Europe, the Awards reflect the tremendous growth of the internet as a tool for business and everyday lives. Work in English, French, German, Spanish, Dutch, Swedish and Italian is judged by native speakers in six main category types: Websites, Video, Advertising, Apps, Mobile & Voice, Podcasts and Social. Premiere sponsor of The Lovie Awards is Google.

For more information please contact:

Anton Söderhäll, Executive Producer, Goodbye Kansas, email:
anton.soderhall@goodbyekansas.com Phone: +46 (0) 70 358 9240

Peter Levin, Managing Director and founder, Goodbye Kansas,
email: peter.levin@goodbyekansas.com Phone: +46 (0) 73 041 63 93

Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed company specializing in XR technology and visualization. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX production, Cinematics, Performance capture & scanning, Digital Humans and Real Time animation.

The Group has world-leading companies as customers in TV, film, streaming, manufacturing industries and e-commerce. The company comprises the subsidiaries Goodbye Kansas (Incl. Infinite Entertainment), Sayduck, Virtual Brains and Vobling. Bublar is headquartered in Stockholm and has offices in Helsinki, Manila, London and Los Angeles. The company is listed on the Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop, and Play.

The company has G & W fondkommission as Certified Adviser, Kungsgatan 3, Stockholm, email: ca@gwkapital.se, phone +46 8-503 000 50