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With A-Z, Varner Ibrahimovic is creating a true customer centric brand

When Zlatan Ibrahimovic launched his new brand A-Z together with the Varner Group on June 7th, Nepa was chosen as the strategic insights partner in order to deliver brand tracking data, from day one, thereby enabling Varner Ibrahimovic unique insights into how the brand develops on each of the 11 markets that A-Z started in simultaneously.

As a company, Varner Ibrahimovic is extremely thorough with how the brand should be developed on a global market. These are Zlatan´s own words about the launch of his new sports brand A-Z:

“This brand is for all you fighters. Every single one of you who knows that nothing is settled during a game, but rather in the 7 million minutes before it even starts. The hours you need to get stronger. Faster. Greater. It's not about the gear. It's all about you. And the time it takes to get from A-Z.”

Nepa enables A-Z to quickly gain insight into how their communication efforts across all 11 markets affect brand strength and whether they develop the brand in the desired direction. These unique customer insights allow A-Z to make adjustments to their actions and communication in real-time, both on a country level and on a multiple market level. To follow a new brand from its launch date in 11 markets gives actionable insights that will be of great value when A-Z expands into more markets.

- This is a prestigious assignment that we value highly here at Nepa, not the least because Varner Ibrahimovic choose their partners with great care, says Fredrik Östgren, CEO at Nepa. Our intuitive and easy-to use online platform N-Visualize enables Varner Ibrahimovic to access results from their brand tracking at any time and to distribute the learnings to relevant stakeholders within their organisation, in other words making results truly actionable.

Starting a new company and launching a new brand is no quick fix, even though some entrepreneurs seem to think so nowadays. Zlatan Ibrahimovic already has one of the strongest personal brands in the world and for him, this new chapter with A-Z is the start of a new brand journey.

- We and our carefully selected partners have a common goal. We will make it possible for everyone to practice sports, no matter where you start or where you stop, Jens Bonesmo, CMO at Varner Ibrahimovic emphasizes. Nepa is a truly innovative company and they immediately understood what is important for us. That has been a decisive factor in our choice of partner. It makes it possible to meet challenges together – and to grow together. By the way, we are already online at www.a-z.com, Jens concludes.

About Varner Ibrahimovic

Varner Ibrahimovic AB is a joint venture between Varner Group and Zlatan Ibrahimovic.

“A pair of expensive shoes has never made an athlete. Neither has a t-shirt, a pair of tights, or a membership at a fancy gym. No equipment ever has. To go the whole distance from A-Z, from amateur to Zlatan, you have to practice. That's my philosophy.

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With these words Zlatan launches his new sport brand.

For information, please visit www.varneribrahimovic.com or contact CMO Jens Bonesmo, jens.bonesmo@varneribrahimovic.com, +47 90 82 28 28

About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action. By combining survey, behavioral data and business data, we make our clients truly customer-centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact. We call it the ActionHub®.

Headquartered in Stockholm, we have ongoing assignments in over 50 countries across five continents. Local presence in China, Denmark, Finland, India, Norway, Singapore, Sweden and the United Kingdom ensures hands-on service for our clients.

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