

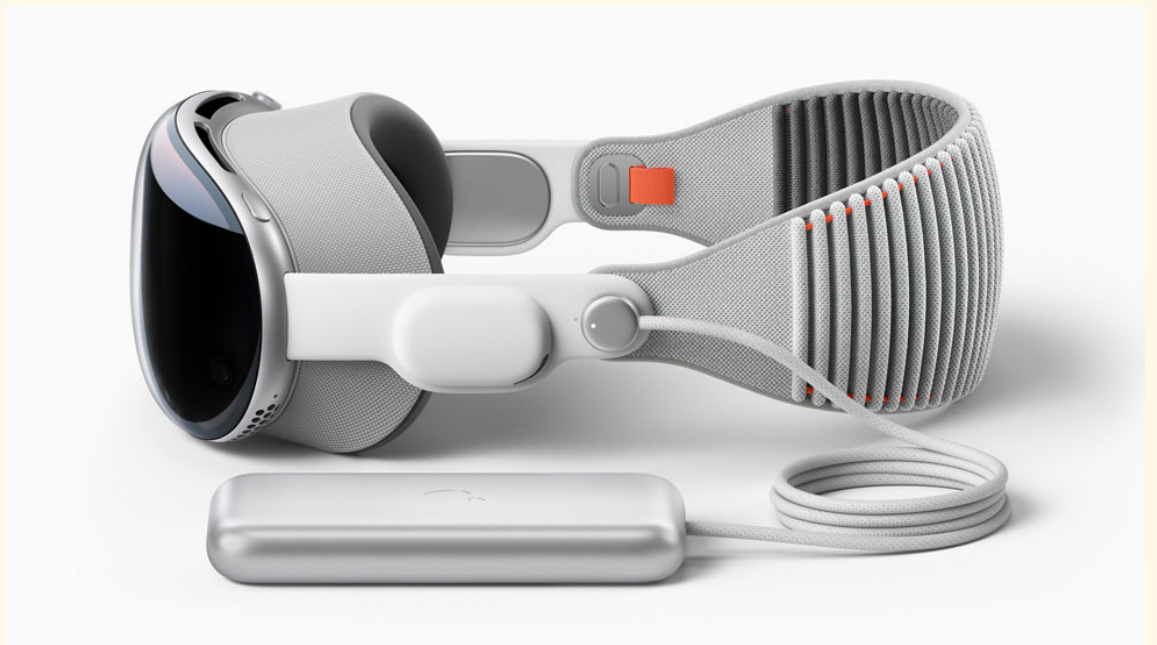


Highlights of

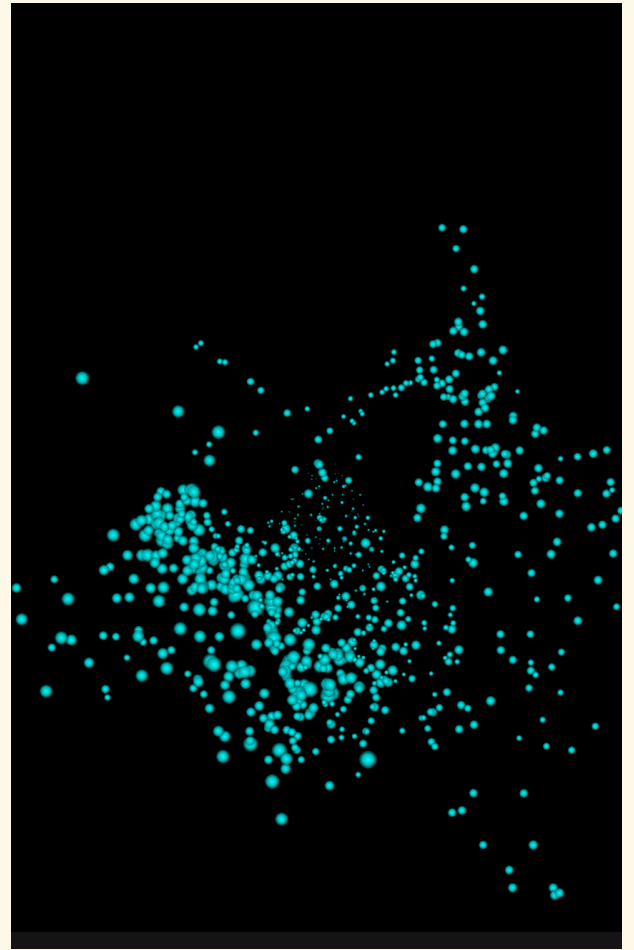
# 2024

**Celebrating my  
achievements with BBH  
Stockholm, the tech team,  
and looking ahead to 2025.**

# Charting New Frontiers



**We were among the first in Sweden to push the boundaries of immersive user experiences, experimenting with Apple's Vision Pro to envision how next-gen XR (cross reality) can transform brand engagement and practical enterprise applications, leveraging XR to solve real-world challenges and drive innovation in business workflows.**



**Understanding human emotions.** Using EEG insights, we visualized the emotions of a global brand's employees toward their brand in vibrant colors. Curious how your brand's emotions could look? Let us show you.



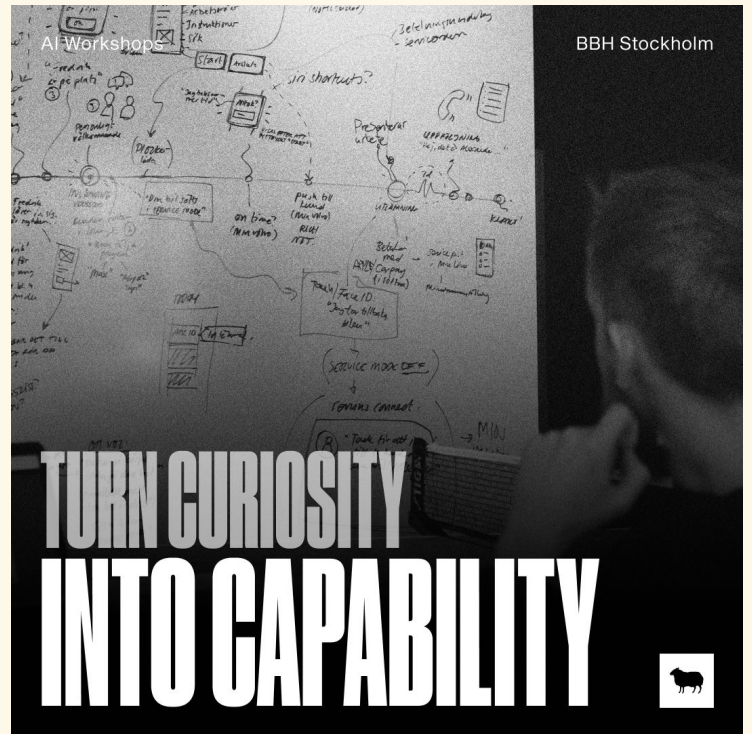
Accessibility. **A human right.**

# **Work that changes lives.**

**Accessibility isn't about following rules. While the European Accessibility Act becomes law in 2025, we prioritize accessibility because it's simply the right thing to do.**

**Our dedication to inclusive design has inspired us to conduct accessibility assessments for clients like Jordbruksverket, ensuring their solutions work for everyone and leave a lasting impact.**

# Turning Curiosity into capabilities.



**AI is everywhere, and everyone claims expertise. What sets true innovation apart? This year, we moved beyond experimentation to deliver a solution driven by real user needs — not just AI buzz.**



Regi

# Recognition That Reflects Excellence

**While awards aren't our goal, we're proud when our work and culture are recognized. This year, we were named A Great Place to Work for fostering a collaborative and inspiring environment. We earned the Regi Excellence in Customer Relations award, reflecting the strong partnerships we build with our clients. And to cap it off, we took home silver in Agency of the Year 2024 (in service design) — proof of the quality and impact we deliver.**

**After an incredible 2024,  
we're setting ambitious  
goals for 2025.**

**The wishes...**

# New Horizons and Bold Aspirations

**As we step into the new year, it's not about chasing trends or fear of missing out—it's about meaningful innovation.**

**I'm looking forward to exploring bold ideas, solving real challenges, and creating value that lasts: in AI, accessibility, sustainability, XR and users' needs.**

**Purpose-driven innovation always wins. 💡**



**Our sights are set on  
next-generation AI —  
transforming **curiosity**  
into **impactful** solutions.**

**SCRATCH** that. Most  
important of all is...

# Make It Happen.

I want to spend my time with people and brands who are committed to improving the world around us. Whether it's tackling complex challenges or seizing game-changing opportunities, the right partnerships make all the difference.

With the right people, no challenge is too big, and no opportunity goes to waste. Together, we can create, innovate, and make a lasting impact.

Here's to a year driven by purpose and fueled by collaboration.  
Let's

make  
it happen.



# Thank you

**This year, we've had the privilege of collaborating with extraordinary clients who share our vision for innovation and meaningful impact. With Volvo Cars, we empowered employees through advanced mobile tools. Our partnership with Levler (Söderberg & Partners) drove fintech innovation, demonstrating the strength of agile and focused teamwork. For Tele2, we facilitated the transition of a project from offshore to onshore.**

**These partnerships embody the creativity, dedication, and bold thinking that define our work. Together, we've turned ambitious ideas into reality and laid the foundation for even greater achievements ahead.**

**And will all that said...**

**I wish you all a Merry  
Christmas and a Happy  
New Year!**  

Product design & development

BBH Stockholm

# 250+ APPS & SERVICES

Launched since 2009



Pioneer.  
Maker.  
Rebel.  
Curious.  
Imaginative.  
Inclusive.  
Progressive.  
**Black Sheep.**

