

# My Volvo app

## SWEDISH AGENCY USES TWIXL PUBLISHER FOR BRANDED VOLVO CARS APP



Every season Volvo Cars releases a new edition of its car magazine in about 25 different countries, and in 60 different editions. This magazine promotes new models, special editions, new technological innovations, seasonal offers and also contains some travel articles. On the one hand, it is a brand identity tool, but on the other hand it is paving the way for extra sales.

### App Creation Market

Typically, this kind of app is being created by new business agencies. For Volvo such a magazine is a must have and being present on a tablet is just a normal thing.

Such a project generates design and layout work for the agency as well as content creation and project management. It is a profitable project from the start that offers an opportunity for generating recurring revenue.

Here's an agency that masters the business and a customer with a legitimate demand who is willing to pay a correct price and prepared to step into a learning track for an evolving medium.

### Why Twixl Publisher

Stendahls, the Göteborg-based agency that created the app, was developing apps with Adobe DPS and switched to Twixl Publisher in August of 2013. According to Thomaz Gustafsson, Stendahls' CIO, the

decision to move to Twixl Publisher was at first inspired by the pricing policy. But on further evaluation, they were very pleased by the flexibility and the scalability of the Twixl product portfolio and also by the agency approach.

Twixl media is specifically targeting agencies and not necessarily approaching the enterprise customer directly, because in many cases those customers prefer to work with a trusted agency.

When switching from one solution to another, there's always the question of whether the transition will go smoothly. In the case of Twixl Publisher, says Thomaz, they not only saved money on the licensing and download cost but also on the creation process, which was something they had not expected.

'The software is just so easy to use, proofing is such an improvement compared to DPS and our biggest gain was in the area of deployment.'

### The app

The My Volvo app is available on the iTunes App Store and the Google Play Store in different countries. It is a free app and starting with the Winter edition it has been created using Twixl Publisher. You can enjoy it both from a creative point of view and from a marketing angle.

Stendahls is a creative agency based in Göteborg, Sweden with clients such as Gardena, Volvo Cars, Husqvarna, Sandvik, Mazda, Ford and Kinnarps.

