Qwamplify Nordics unveils its new brand identity – Pop in by Eniro

Eniro Group AB (publ) announces that Nordic marketing agency Qwamplify Nordics is adopting pop in by Eniro as its new brand name and introducing a new visual identity. The change makes the agency's ties to Eniro Group more visible. The agency has been part of the Group since July 2025.

The rebrand is part of Eniro Group's work to bring its businesses closer together and raise awareness of the expertise they offer. Pop in by Eniro works with 65 established brands and has offices in Stockholm, Helsinki and Oslo.

"Strong brands need to capture consumers' attention and be the ones they choose when it's time to buy. Pop in by Eniro combines creativity with in-store and digital activations to help brands do just that. This expertise is an important part of what Eniro Group offers. The new brand makes it clearer to the market who we can help and the range of needs we can meet," says Hosni Teque-Omeirat, President and CEO of Eniro Group.

Operations and services

Pop in by Eniro offers services in two areas. Marketing Services covers strategy, creative development, digital advertising and optimisation. Marketing Activations includes campaigns and activities that engage consumers and drive sales in stores and online.

The agency delivers individual campaigns and provides ongoing support to clients' marketing teams, from strategy and production through to execution and evaluation.

A new identity for an established business

Qwamplify Nordics has more than 20 years of marketing experience. Since the acquisition, the agency has worked more closely with other Eniro Group businesses through joint client meetings and shared projects.

The change applies to the agency's brand and visual identity. Its organisational structure, team and client contacts remain the same. The company's legal name remains unchanged for the time being, and all existing client agreements continue in force on the same terms.

About Pop in by Eniro

Pop in by Eniro is a Nordic marketing agency with offices in Stockholm, Helsinki and Oslo. The agency offers strategic and operational marketing services through Marketing Services and Marketing Activations, ranging from creative development and digital advertising to campaigns that drive sales. It works with 65 established brands and has been part of Eniro Group since July 2025.

Learn more at teampopin.com.

About Eniro Group

Eniro helps businesses succeed and grow in their markets. It helps them build a local presence, get found online and market their products and services digitally. This makes Eniro a key partner for small and medium-sized businesses. Its goal is to give these businesses access to the same opportunities and resources as large companies. Eniro's platform uses intelligence and automation to streamline communication and improve local marketing. Eniro works with the world's largest media groups across digital channels.

Eniro Group AB (publ) is listed on Nasdaq Stockholm (ENRO) and operates in Sweden, Denmark, Finland and Norway. In 2025, Eniro Group reported revenue of SEK 955 million and had approximately 900 employees. The Group is headquartered in Stockholm.

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