



Eye for Image becomes cylindr, joins BBN

Copenhagen-based, B2B-focused communication agency launches new brand and becomes the latest agency to join world's largest B2B advertising presence.

December 1, 2017 – Eye for Image Aps (EFI) announced today that it has officially changed its name to **cylindr aps**. The name change is accompanied by a new logo, new colleagues and a revamped website. The move comes in response to continued growth in the agency's client base, requiring significant expansion in resources and capabilities.

cylindr's stated mission is to use intelligent storytelling to help innovative companies meet human and environmental challenges at a profit. Based in Copenhagen for more than a decade, the agency has long focused on helping an impressive client list of technically oriented, multinational brands to market themselves around the world.

cylindr is now also part of BBN, a member-owned agency network that is the largest player in B2B advertising globally. And the arrival of cylindr in BBN's 27-country portfolio presents an even stronger value proposition to the agency's multinational customers.

David Hoskin, partner and co-founder of cylindr, predicts a fast-paced 2018 for the agency: "Our customers and other contacts have really gotten behind the change, and already, we're working with a lot of exciting new tasks. In fact, within just a month or two of being introduced to BBN, we will start working on joint projects with our new agency colleagues."

MEDIA CONTACT

David Hoskin

david@cylindr.com

T: +45 4492 4444

W: www.cylindr.com