



SAS launches new brand campaign: “We’re proud to serve the toughest crowd”

SAS continues to build on its “We Are Scandinavia” communication concept with a new campaign featuring Swedish actor Joel Kinnaman. The campaign aims to strengthen SAS’ premium positioning and highlight what truly makes the airline unique — its Scandinavian identity.

The campaign explores what it means to be Scandinavian: innovative, forward-thinking, and with naturally high expectations of quality and experience. With this as a foundation, SAS tells the story of an airline that reflects those same values, because there is only one airline that meets the standards of Scandinavians themselves.

“Scandinavians are known for setting the bar high, in design, innovation, and everyday life. We hold high expectations for ourselves and everything we do. This campaign celebrates that mindset and positions SAS as the natural choice for those who expect more,” says Helene Abel Hansen, Vice President Marketing at SAS.

“As the airline of Scandinavia, we carry responsibility to represent our region and its people with pride. It’s in our DNA to meet the world’s highest expectations. We’re proud to reflect Scandinavia’s values to the world, from how we communicate to how we care for our travelers. This campaign is about the connection between who we are and how we fly,” says Johanna Gustafsson, Head of Brand at SAS.

Adding a global touch to the campaign, the Swedish actor Joel Kinnaman narrates the story of the film-based creatives. With an international career spanning major roles in both Hollywood and Swedish productions, Kinnaman embodies the regions spirit and authenticity at the heart of SAS’ identity.

“Using a world-famous Scandinavian actor underscores our message, even those who’ve seen it all agree. There’s nothing quite like a Scandinavian airline,” adds Johanna Gustafsson.

Internationally, the campaign highlights SAS as Scandinavia’s only airline, emphasizing that SAS is run by the same remarkable people who define the region’s progressive spirit.

Developed by SAS’ together with Åkestam Holst, the campaign will primarily run in Scandinavia but will also appear internationally at certain times and across selected channels starting October 27. The 360° campaign includes TV, online video, digital display, outdoor, and social media advertising.

Watch the film here: http://youtu.be/xRoNY_0WZuA

Team:

SAS

Helene Abel Hansen, VP Marketing
Johanna Gustafsson, Head of Brand
Linn Sundqvist, Creative Director
Claudia Urriola, Senior Brand Manager
William Frisk Brunzell, Senior Customer Researcher
Annika Ingelhammar, Head of Marketing Activation

Julia Avelin, Senior Media Manager
Maria Elofsson, Media Manager
Amanda Wolf, Brand Manager/production lead
Annie Treschow, Campaign & Go to Market Manager
Niklas Andersson, Graphic Designer
Marcus Holm, Social Media Manager
Emma Kähr, Brand Manager
Nicolas Nezzo, Film Production Support

Åkestam Holst / NoA / Sweden

Client director: Tom Hedström
Strateger: Patrik Lundberg & Frida Norén
Produktionsledare: Linda Bryttmar
Creative Director: Joakim Khoury

Creatives:

Ivan Trip & Linus Bronge
Johan Landin & Johannes Ivarsson
Henrik Billing & Folke Kühllhorn
Caroline Andersson
Sofia Bergvall

&Co / NoA / Denmark

Lise Lehwald
Kristian Eilertsen
Rune Petersen
Christoffer Reimer

Anorak / NoA / Norway

Kasper Amundsen Tuvnes
Jens Bjørklund
(Silje Strømmen)

Producers

Leila Widgren
Caspar Redgrave

Content & Distribution

Anna Olivemark
Sofie Hammers
Eliott Malhotra

Åkestam Holst Production

Lukas Östlund
Marie Wanberg

Production Company: Bacon

Director: Martin Werner
Executive Producer: Magne Lyngner
Producer: Nana Ama Rothenborg
Producer: Axel Herrlin
DOP: Nicolaj Brüel

For more information, please contact:

SAS Press Office: +46 8 797 2944

SAS, Scandinavia's leading airline since 1946, operates a global hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).

Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60,000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a relentless focus on operational excellence, SAS ranks as the most punctual airline in Europe and the world. Together with a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping." Innovation and societal progress are at the heart of everything we do.

SAS joined SkyTeam in September 2024, and together with our partner airlines, we offer a wide network worldwide. For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.