



SAS launches new brand platform and tagline: Scandinavian as Standard

As SAS marks its 80th anniversary, the airline is launching a new brand platform and tagline, **Scandinavian as Standard**. Inspired by the belief that the world needs more Scandinavia, the platform celebrates the values, perspectives and way of thinking that have helped make the region increasingly admired internationally and have influenced SAS since its founding.

Many of the qualities associated with Scandinavia, from trust and collaboration to innovation and openness, are things that have long been part of everyday life in the region. The new platform explores how these qualities have shaped both Scandinavia and SAS over the past 80 years.

“Scandinavia is a wonderful place to live, visit and do business. But I also believe there is something the world can learn from this region. Values such as curiosity, trust and collaboration have helped shape Scandinavia and the way it connects with the world. At the same time, Scandinavia has always looked outward, with a strong desire to explore, learn from other cultures and bring new ideas home.

We often say at SAS that the world needs more Scandinavia. Not because we have all the answers, but because there are values and ideas from this part of the world that are worth sharing. Scandinavian as Standard builds on that belief. It reflects the idea that many of the qualities associated with Scandinavia have long been part of everyday life here,” says Paul Verhagen, Executive Vice President & Chief Commercial Officer at SAS.

The platform will serve as the foundation for how SAS communicates with customers across Scandinavia and internationally. It reflects the airline’s role as a connector between the region and the world, carrying Scandinavian ideas and perspectives outward while bringing people, cultures and opportunities closer to Scandinavia.

“The campaign is built around a simple observation: many of the things people admire about Scandinavia are things Scandinavians rarely think twice about. What others may see as exceptional is often considered standard here. Scandinavian as Standard brings that idea to life through stories and situations that reflect the values and mindset that have shaped both this region and SAS for generations,” says Johanna Gustafsson, Head of Brand at SAS.

Developed by SAS together with Ogilvy, the campaign launches on September 28 and includes TV, online video, digital display, outdoor and social media advertising.