



Stine Steffensen Børke, VP Marketing at Norwegian



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Stine Steffensen Børke, VP Marketing at Norwegian, on the viral ad “Brad is single”

Stine Steffensen Børke, VP Marketing at Norwegian explains:

"This past week you may have come across a 'single' Norwegian advert that hopefully made you chuckle. In the days following the tumultuous split of one of celebrities' royal couples, we're delighted to have produced a simple advert that has gone viral with the 'Brad is single' caption.

"It's a great example of how simplicity in real-time marketing can elevate

brands in an increasingly crowded space. It also shows that as a business, you don't need bottomless budgets to achieve great exposure to your brand.

"For an advert that was placed in just three newspapers in three different European countries, shows that it could still have global reach potential through social media, traditional marketing and PR techniques to amplify a message.

"We're delighted with the countless messages praising the creativity behind the ad and now that it has gone viral, we look forward to continuing spreading the message that Norwegian offers consumers, high quality flights at affordable fares to the world's top destinations – even if you're looking to hook up with a newly single celebrity!"

About Norwegian

The Norwegian story began over 27 years ago - we were founded in 1993 but only began operating as a low-cost carrier with bigger Boeing 737 aircraft in 2002. Norwegian expanded across the globe as the airline launched short-haul services across Europe and then entered the long-haul sector serving the US, Asia and South America. We operate a modern and fuel-efficient fleet consisting of Boeing 787 Dreamliners and Boeing 737s.

We were the first airline in the world to join the UN Climate Secretariat's climate action-initiative in 2019, pledging to work systematically to become carbon neutral by 2050.

From being voted for six consecutive years as Europe's Best Low Cost airline and for five consecutive years as the World's Best Low Cost Long Haul Airline by Skytrax to winning Airline Program of the Year Europe & Africa for the fourth consecutive year at the 2020 Freddie Awards - In total Norwegian has won over 55 awards for our service, product and innovation in the industry since 2012.

Norwegian has become part of the fabric of Nordic culture and we take great pride in exporting our Nordic values across the world.

Contacts



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