



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 group is a leading Nordic aviation company, headquartered at Fornebu outside Oslo, Norway. The company has over 8,200 employees and owns two of the prominent airlines in the Nordics: Norwegian Air Shuttle and Widerøe's Flyveselskap. Widerøe was acquired by Norwegian in 2024, aiming to facilitate seamless air travel across the two airline's networks.

Norwegian Air Shuttle, the largest Norwegian airline with around 4,700 employees, operates an extensive route network connecting Nordic countries to key European destinations. In 2024, Norwegian carried 22,6 million passengers and maintained a fleet of 86 Boeing 737-800 and 737 MAX 8 aircraft.

Widerøe's Flyveselskap, Norway's oldest airline, is Scandinavia's largest regional carrier. The airline has more than 3,500 employees. Mainly operating the short-runway airports in rural Norway, Widerøe operates several state contract routes (PSO routes) in addition to its own commercial network. In 2024, the airline had 3.8 million passengers and a fleet of 49 aircraft, including 46 Bombardier Dash 8's and three Embraer E190-E2's. Widerøe Ground Handling provides ground handling services at 41 Norwegian airports.

The Norwegian group has sustainability as a key priority and has committed to significantly reducing carbon emissions from its operations. Among numerous initiatives, the most noteworthy is the investment in production

and use of fossil-free aviation fuel (SAF). Norwegian strives to become the sustainable choice for its passengers, actively contributing to the transformation of the aviation industry.

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