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SAS Group appoints new advertising agency

The SAS Group has assigned responsibility for corporate SAS brand advertising to the Danish agency Halbye & Kaag.

"Halbye & Kaag has the strategic competence we require for SAS's continued development within the field of market communication," says Linda Fredheim-Björk, responsible for the SAS Group brand strategy and corporate market communication activities. "In our opinion, this agency is the partner we need to secure our corporate brand across market borders in the future."

The contract covers strategic advisory services and the preparation of a communications platform for the SAS Group.

"The agency will also play a new role, since Scandinavian Airlines will be reorganized into independent airline units in Denmark, Norway and Sweden. This was a difficult choice to make because all of the agencies in the final round made excellent presentations," says Nina Wahlgren, responsible for the procurement process.

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