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A STAR ALLIANCE MEMBER 

SAS appoints MediaCom as its new media agency

Scandinavian Airlines has selected MediaCom as its new media agency. The agreement is effective from January 1, 2003.

“MediaCom has a strong organization both within Scandinavia and internationally. We have looked for a partner that has a businesslike approach to the use of media and is capable of innovative thinking with regard to areas such as nontraditional media,” says Jens Willumsen, head of SAS Marketing & Product Management. “We believe that MediaCom can provide us with something new and also ensure that we achieve further savings within the media field. We also find the right chemistry at a personal level.”

The agreement covers strategic consultation, purchasing and handling in connection with media selection for Scandinavian Airlines, including the optimization of media investments aimed at strengthening the SAS brand and increasing sales. Purchasing negotiations regarding newspapers and magazines for use onboard SAS flights and in SAS lounges are also covered.

“This was no easy choice,” Jens Willumsen points out. “All the competing agencies were highly professional in their submissions and several rounds were necessary before we were able to make the final decision. The other agencies involved were Carat, Mediaedge:cia, OMD and Sandberg Starcom.

For the past eight years SAS has used Mediaedge:cia, except in Denmark where SAS’ media agency has been OMD/MediaWise.

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