

Klarna®

Man hit by sound waves in new ad by Klarna

Stockholm, 16th April 2018: Klarna's mission is to make e-payments as simple, safe, and above all, as 'smooth' as possible. In 2016, Klarna joined forces with advertising agency NORD DDB to initiate what later became a viral success. Through a series of videos the two have managed to transform the identity of Klarna from a traditional, yet innovative, fintech company to a quirky lifestyle brand with services as 'smooth' as a fish slipping down a slippery slide. Now, Klarna is back with another video, "Smooth Bass", featuring a man whose belly wobbles to sound waves.

– Since inception, our vision has been to make online payments easier, safer and more fun. Talking about a smooth solution is not always very interesting, but through playful communication we believe we can illustrate what it means and thereby change attitudes and create a bigger interest for our products, says David Sandström, CMO, Klarna.

Behind the 'Smooth concept' is advertising agency NORD DDB, who has worked intensely in trying to differentiate Klarna from the rest of the financial industry by creating a playful identity. Previous videos have been immensely popular around the world and been shared by comedy sites such as Unilad, 9gag and Mashable. Surely no one missed last years dreamy afghan hound-like creature swimming in slow motion underwater.

– I guess you could say that we're still exploring the feeling of 'Smooth' by trying to push the concept through the viewers screen and into their body and soul. This time we're exploring the connection between skin and sound, says Martin Lundgren, creative, NORD DDB.

The new video was published on YouTube on Friday, April 13, and now has more than 1.3 million views.

Watch the new Klarna commercial, Smooth Bass, here:

<https://www.youtube.com/watch?v=2qEe-QqWusk>

Find the previous videos that have reaped international success here:

<https://www.youtube.com/watch?v=6i5Rhm7-bpA>

Credit list

Klarna

Product & Brand Marketing Manager: Martina Brynielsson

B2C & Brand Marketing Manager: Jasmine Riahi

Senior Visual designer: Camilla Birkström

Director Marketing: Martin Wassborn

Chief Marketing Officer: David Sandström

Director Marketing Nordics: Christian Cabau

Marketing Manager: Emelie Karlsson

VP Marketing: Daniel Jontén

DDB

ECD: Andreas Dahlqvist, Nord DDB

Creative Directors: Olle Langseth, Fredrik Simonsson
Creatives: Tomas Granat, Martin Lundgren, Nord DDB
Agency Producer: Mattias Bengtsson, House Agency
Account Manager: Linda Bryttmar, Nord DDB
Account Director: Roshanak Fatahian, Nord DDB
Business Director: Annica Smith, Nord DDB
Director: Perlorian Brothers
Production Company: MJZ
3d and visual effects: Important Looking Pirates
Sound design: Redpipe
PR: Susanne Johansson, Nord DDB
Social Media: Anna Olivemark, Emina Hurtic, Nord DDB
Online: Robert Eskekärr
Media agency: Axel Wikner, Per Jönsson, OMD

For more information

Johanna Nyman, Senior manager Communications & PR
press@klarna.com
+46 (0) 72 855 83 29

About Klarna

Klarna is one of Europe's leading payments providers and a newly-licensed bank, which wants to revolutionise the payment experience for shoppers and merchants alike. Founded in Stockholm, Sweden, in 2005, we give online consumers the option to pay now, pay later or over time - offering a simple, safe and smooth checkout experience. Klarna now works with 89,000 merchants. Klarna has 1,700 employees and is active in 14 countries.