

Freetrailer gets behind everyday life with new brand platform: “Always behind you”

Danish company Freetrailer, which facilitates nearly two million trailer rentals across Northern Europe every year, is launching its new brand platform, “Always behind you”, bringing a humorous perspective to the many everyday situations behind each trailer rental. The company now wants to make the Freetrailer brand more visible and recognisable across all markets and build a brand that people across Scandinavia and Northern Europe can genuinely connect with.

With “Always behind you”, Freetrailer is launching a new brand universe that embraces and explores the small, tragicomic dramas of everyday life – all seen from the trailer’s point of view.

Today, the company operates in Denmark, Sweden, Norway, Germany and the Netherlands, and the new campaign will support its continued expansion in both existing and new markets.

The campaign consists of eight films, all seen from inside the trailer looking out. The viewer becomes a fly on the wall when a renovation goes wrong, when a flat-screen TV has to fit onto a back seat that is clearly far too small, or when someone comes home with a brilliant second-hand find.

“*It won’t be boring,*” promises Freetrailer CMO Sara Lyngsøe, who selected creative agency Gerner Kofoed to revitalise the Freetrailer brand as part of the roll-out of the company’s new growth strategy.

“*Behind each of our nearly two million rentals is a personal choice, a reason and a situation – and that is what we want to focus on going forward. The excitement, the frustration and all the funny situations that arise when you need a trailer. We want to build a brand that reflects the life Freetrailer becomes part of. We are there when the sofa will not fit in the car, and when the second-hand bargain turns out to be twice as big as it looked in the photo. Those are the moments we want to own,*” says Sara Lyngsøe, who has served as Group CMO of Freetrailer Group since 2021 and leads the company’s marketing, brand and communications activities across all markets.

A message designed to cross borders and attract new users

Sara Lyngsøe is responsible for Freetrailer’s brand development, among other areas, and the activation of the new brand platform is intended to strengthen the company’s position in line with its international growth ambitions, recently announced as part of the Free To GROW strategy presented by Freetrailer CEO Thomas Zeihlund last week.

“*We have spent more than 22 years building a service that millions of people use and that has become relevant to their everyday lives. We have a Trustpilot score of 4.8, but we have not always*

been equally visible as a brand. Now, it is about bringing the human role of Freetrailer to the forefront. Freetrailer is not just about transportation. It is about being there when something needs to get done. We now want to build a brand that people across Scandinavia and Northern Europe genuinely feel something for. We have the scale and the relevance – and now we are giving Freetrailer a much clearer personality,” says CEO Thomas Zeihlund.

There is a human life in front of every trailer

“Always behind you”, developed during 2026 in collaboration with creative agency GernerKofoed, is built around a simple insight: nobody needs a trailer for the sake of having a trailer. They need one because something is about to happen.

Freetrailer is therefore shifting the focus from the trailer itself to the life happening around it: moving home, renovating, making a big purchase and all the plans that do not always go quite as expected.

“Working with Freetrailer has been a major creative challenge. How do you find a message that can cross national borders and still have personality and emotional impact? We believe we have succeeded. It is an extremely simple creative concept that can be used again and again across countless occasions and insights. Just wait and see,” says Victor Gerner, one half of GernerKofoed.

City Attack launches in two test cities

At the same time, “Always behind you” carries a double meaning: Freetrailer wants to be there when everyday projects need to succeed. And when the trailer is attached to the tow bar, it is quite literally right behind you.

One of the first initiatives under the new platform is *City Attack*.

For a limited period, Freetrailer will bring together all of its touchpoints in two test cities: outdoor advertising, cinema, paid social, partner activities, Freetrailer On Tour and a Freetrailer convoy designed to attract attention.

The objective is to increase brand awareness and learn which activities actually attract new users and can subsequently be scaled across more cities and markets.

Watch the new campaign films

Watch the films from Freetrailer’s “Always behind you” campaign below, including our campaign trailer shown in selected cinemas and local-language versions for Denmark, Sweden, Norway, Germany and the Netherlands.

Campaign trailer

- [Campaign trailer – shown in selected cinemas](#)

Danish

- [Bag enhver svedende mand](#)
- [Bag enhver stor drøm](#)
- [Bag enhver kvinde der nægter at gå to gange](#)
- [Bag enhver gør-det-selv-far](#)
- [Bag enhver bakkende kvinde](#)

- [Bag enhver bakkende far](#)
- [Bag alle stærke kvinder](#)

Swedish

- [Bakom varje svettig man](#)
- [Bakom varje stor dröm](#)
- [Bakom varje kvinna som vågrar gå två gånger](#)
- [Bakom varje hemmfixare](#)
- [Bakom varje backande pappa](#)
- [Bakom varje backande kvinna](#)
- [Bakom alla starka kvinnor](#)

Norwegian

- [Bak enhver svettende mann](#)
- [Bak enhver ryggende pappa](#)
- [Bak enhver ryggende kvinne](#)
- [Bak enhver gjør-det-selv-pappa](#)
- [Bak alle sterke kvinner](#)
- [Bak enhver stor drøm](#)
- [Bak enhver kvinne som nekter å gå to ganger](#)

German

- [Hinter jeder rückwärtsfahrenden Frau](#)
- [Hinter jeder Frau, die sich weigert, zweimal zu laufen](#)
- [Hinter jedem schwitzenden Mann](#)
- [Hinter jedem rückwärtsfahrenden Papa](#)
- [Hinter jedem Heimwerker-Papa](#)
- [Hinter jedem großen Traum](#)
- [Hinter allen starken Frauen](#)

Dutch

- [Achter elke zwetende man](#)
- [Achter elke vrouw die weigert twee keer te lopen](#)
- [Achter elke klussende papa](#)
- [Achter elke grote droom](#)
- [Achter elke achteruitrijdende vrouw](#)
- [Achter elke achteruitrijdende papa](#)
- [Achter alle sterke vrouwen](#)

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About Freetrailer Group A/S

Freetrailer was founded in 2004 with a simple idea: to make it easy to borrow a trailer whenever you need one. Today, we operate an international platform connecting partners and users, making local transportation more accessible.

Freetrailer is Europe's leading sharing-based rental solution for trailers and electric cargo bikes. The platform has expanded to include additional rental products adapted to local needs. Through a self-service app and digital locking systems, we create flexibility where it delivers the greatest value.

At the same time, our rental units serve as mobile advertising spaces in the urban environment, generating visibility for our partners close to their customers. This makes Freetrailer an effective combination of transportation and local marketing.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: **FREETR**