

# Klarna "Smooth" Ad Campaign Wins International ANDY Award from Ad Club of New York

## Company Recognized as a Brave and Creative Brand at Prestigious 'Stars of Madison Avenue' Advertising Week Kickoff Event

NEW YORK, Sept. 25, 2017 /[PRNewswire](#)/ -- Klarna, a leading global payments provider, has been honored with an International ANDY Award by the ADVERTISING Club of New York for its 2016 "Smooth" campaign that illustrates how 'smooth' payments can be for consumers and online merchants using its platform.

The award was presented today at the 14<sup>th</sup> annual "Stars of Madison Avenue" luncheon. The AD Club is a non-profit organization for corporate and individual members in the advertising, media, marketing and ad-tech industries.

The AD Club's International ANDY Awards jury chose this year's six honorees for making an impact on marketing, commerce, culture and social responsibility through brave and creative advertising and marketing campaigns. In addition to Klarna, other brands that were recognized are Burger King, Ariel/P&G India, Kenzo, Saltwater Brewery and SK-II.

"On behalf of the entire 2017 International ANDY Awards jury, I'd like to congratulate the marketers and creative leaders willing to be brave and break new ground," said Gina Grillo, president and CEO, The ADVERTISING Club of New York. "We applaud them all for pushing consumers out of their comfort zone and causing them to see things differently."

Klarna's "Smooth" campaign kicked off with a series of critically acclaimed ad spots. Samples of the campaign are available [here](#) and [here](#).

*"It has been exciting to introduce Klarna's cutting-edge brand and product offering to the U.S. market," said Elizabeth Bramlage, Head of U.S. Marketing for Klarna and who accepted the award on behalf of Klarna's headquarters brand team, which operated in partnership with DDB Stockholm to develop the Smooth concept. Klarna recently launched new visual identity that builds on the Smooth campaign. According to Bramlage, "Our goal is to make a statement in an industry that is otherwise dominated by very traditional and conservative brand representation. We also wanted to develop a brand that highlights Klarna's focus on innovation and exceptionally smooth online payments customer experience.*

### Klarna Expands Award-Winning Campaign to All Consumer Touchpoints

Following the positive response and impact of its original "Smooth" campaign, which featured bold images of a slippery fish gliding down a slide and across the floor, endless slicing of a brick of Swiss cheese and a silky fur-covered creature swimming under water in slow-motion, Klarna has been fully implementing this concept in a variety of ways.

The company's new logo, graphic identity and check-out touchpoints are designed to create a completely new user experience that transforms functional payment transactions into an emotional shopping experience for consumers. It's hoped the campaign will also drive the growth of its point-of-sale financing solution and conversion and consumer loyalty for Klarna's merchants.

The expanded "Smooth" concept supports the three intuitive ways consumers can shop with Klarna:

- **"Pay now"** - Pay directly at checkout with no credit card numbers or passwords to remember;
- **"Pay later"** - Pay after a 14-day period once they are satisfied with purchased goods;
- **"Slice it"** - Slice up the payments on your purchase over time so that you don't wait to buy what you need now.

You can see examples of Klarna's new "Smooth" attitude and web design by visiting [www.klarna.com](http://www.klarna.com).

### About The ADVERTISING Club of New York

[The ADVERTISING Club of New York](#) is a non-profit organization for corporate and individual members in the advertising, media, marketing and ad-tech industries. It provides education and networking opportunities to enhance professional development, expose members to innovation and technology, and provide access to influencers/companies across the entire advertising ecosystem, from agencies to clients. In addition to The Club's #ImPART ground-breaking diversity programs, they also oversee The International ANDY Awards.

**About Klarna**

Klarna is a leading payments provider that aims to make the payment process simple, smooth and safe for customers and its merchant partners. The company, founded in 2005, was recently named as one of the top disruptor companies in the world by CNBC.

Klarna works together with 70,000 merchants to offer payment solutions to more than 60 million users in Europe and North America. The company's North America offices are in Columbus, Ohio and New York. Klarna has 1,500 employees and is active in 18 countries. Financing through Klarna is issued by WebBank, member FDIC.

SOURCE Klarna

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