Press Releases

Klarna Launches First U.S. Out-of-Home Marketing Campaign

Outdoor Ads to Appear in SF, NYC and Columbus

NEW YORK and COLUMBUS, Ohio, June 19, 2018 – Klarna is mounting its first out-of-home marketing campaign in the U.S. in three-cities. Elements of the campaign will appear in San Francisco, New York City and Columbus, Ohio, beginning the week of June 18. Two of the campaign's ads, shown above, follow the company's "Smoooth Payments" theme, which playfully illustrates how the company is reducing the friction for consumers purchasing products and services online with its Pay Now, Pay Later and Slice It (pay over time) payment options. The ads will appear on digital and static bulletins; wallscapes; subway and rail ads (in New York and San Francisco) and kiosks.

Additional assets available online: Photos (2)