

Media release

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Viking Line's new marketing concept sails straight to the public's hearts

Known for its signature red colour and fun maritime experiences, Viking Line is now renewing its overall marketing concept for the Finnish market. Jyrki Reinikka and Markku Rönkkö were commissioned to spruce up the company's brand. The concept created by these award-winning Finnish advertising designers endeavours to highlight Viking Line's key characteristics, which are joy, relaxation and good service. As part of the new concept, Viking Line will also be updating its pledge. The new slogan will be "The Ship of Joy".

As part of its new marketing concept, Viking Line seeks to showcase its advantages: great service and hospitality. The pure joy that is so inherently part of the cruise experience will be communicated in a fun, relaxed and charming way.

The concept design is in the capable hands of the creative team of Jyrki Reinikka and Markku Rönkkö. This award-winning duo is known for, among other things, DNA's Elämä on (That's life) campaign, which anchored the slogan into everyday language, and the ground-breaking Easy Living campaign for Pohjola Insurance.

"Viking Line is one of Finland's strongest brand names; one that is already familiar to multiple generations. For us, it is important to endeavour to advance and develop the Viking Line brand even further without compromising the best aspects of its traditions. This development work is in good hands, since we have now entrusted the brand with this design duo, who belong to Finland's most iconic designers. We can expect an advertising campaign that sails straight to the heart; one that both

VIKING LINE

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tells a lot and gets people talking,” says Ninna Suominen, Head of Marketing at Viking Line.

Viking Line’s new marketing concept will launch on 1 April as a coherent marketing communications approach that boldly sets it apart from the competition.



Creative team (from left): Ninna Suominen/Viking Line, Jyrki Reinikka and Markku Rönkkö

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