

## **Clas Ohlson's new Christmas campaign celebrates those who make Christmas happen**

**In this year's Christmas campaign, Clas Ohlson highlights all those people who put in that extra effort to create a pleasant, festive holiday by showing that they are the true Santas. The campaign films premiere today in Clas Ohlson's Nordic markets.**

Ahead of this year's campaign, Clas Ohlson asked hundreds of customers in Sweden, Norway and Finland what Christmas means to them and thankfully, most people are happy with their Christmas celebrations. The majority also believe that Christmas involves responsibility and work and that usually there is one person among friends and family who pulls a heavier load to make Christmas happen.

"There are many people who deserve a 'thank you' during Christmas. There is much to do and we want to highlight all those who go the extra mile for their loved ones. We also want to emphasize that we are here for all those people who make Christmas happen. Whether you are decorating, cleaning, preparing Christmas food, wrapping presents or trying to find the perfect Christmas present, we have everything you need. We are also close to our customers with our large store network and offer fast and flexible delivery alternatives for those who want to do their Christmas shopping online," says Åse Holmberg, interim Chief Commercial Officer at Clas Ohlson.

The campaign starts today and will be visible across various media in Clas Ohlson's markets in Sweden, Norway and Finland. The films are also available here:

<https://www.youtube.com/watch?v=rFak2cX7LM4>

<https://www.youtube.com/watch?v=ASztjP8UF8I>

[https://www.youtube.com/watch?v=5\\_iuHhQaKSc](https://www.youtube.com/watch?v=5_iuHhQaKSc)

[https://www.youtube.com/watch?v=V56Sf7\\_qg1Y](https://www.youtube.com/watch?v=V56Sf7_qg1Y)

<https://www.youtube.com/watch?v=ZQTwLxi0B-A>

<https://www.youtube.com/watch?v=uZRBeRrV8Kw>

The campaign was developed by a team at Clas Ohlson led by Filippa Orback, Marketing Lead. KING was the lead agency and the film was directed by Torbjörn Martin at B-Reel Films. Colony was in charge of production.

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*Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8,8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical*



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