

WASHINGTON--([BUSINESS WIRE](#))--Regulatory News:

In Björn Borgs new online campaign, visitors are asked to nominate a location on Earth in need of love and seduction. During the past 24 hours, ninety thousand visitors from South Korea have nominated or voted for North Korea.

Last week, Swedish fashion brand Björn Borg launched their new online campaign, "The Drop". On the site, visitors can nominate a location on Earth in need of love and seduction. On the last of October, Björn Borg will airdrop 450 pairs of their underwear over the most voted spot.

Yesterday morning, there was a sudden rise in traffic on the site. But not from the company's key markets in Europe. Instead, around ninety thousand South Koreans visited the site — to nominate their northern neighbour.

"It seems like the South Koreans want us to love bomb Pyongyang with our sexy underwear. In our eyes, it looks like an act of peace," comments Lina Söderqvist, Global Marketing Director at Björn Borg.

The dictatorial regime in North Korea has attracted wide attention for their unwillingness to allow international media and foreign advertising, but if Pyongyang ends up as the most voted location by the end of the month, Björn Borg promises to do its best to fulfil the mission.

"We have honestly no idea on how to drop our underwear over North Korea if this happens, but we have started looking into if there is a way. If they win, we will of course do everything that we can to send some love and seduction to the North Koreans", says Lina Söderqvist.

The online campaign The Drop can be visited on <http://thedrop.bjornborg.com> and is

Björn Borg: South Korea Love Bombs Northern Neighbour

Written by Australian Business

up until the drop is made 31st October. The Drop is part of Björn Borg's autumn campaign 'Björn Borg Says JA! to Weapons of Mass Seduction'.

The top nomination Pyongyang (The capital of the Democratic People's Republic of Korea) has over 18.000 votes. The second and third top voted locations are Chalmers University of Technology in Gothenburg, Sweden, and the Swedish Left Party.

The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. In total, there are 57 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2012 amounted to around SEK 1.6 billion at the consumer level. Group net sales amounted to SEK 551 million in 2012, with 139 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.

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