

CROWN AND CRISIS: THE NORWEGIAN ROYAL HOUSE UNDER PRESSURE

AGENDA

- 1 | **OPENING SCENE**
- 2 | **BACKGROUND**
- 3 | **THE INCIDENTS**
- 4 | **DISCUSSION**
- 5 | **MANAGEMENT DECISION**
- 6 | **CONCLUSION**



The image shows a grand, ornate ballroom with a high ceiling and a large, multi-tiered chandelier. The room is filled with a long table set for a formal dinner, with white tablecloths, glassware, and plates. The walls are decorated with intricate moldings and a balcony with a gold railing is visible in the background. The overall atmosphere is one of elegance and grandeur.

OPENING SCENE

SKAUGUM

2 February 2026

The official home of the Crown Prince family in Norway



THE WINTER MORNING WAS UNUSUALLY CHILLY

In **1 month**, **trust** in **Mette-Marit** had **shifted** from **7.4** to **3.7**

Crown Princess Mette-Marit as Queen?

- **47.6%** stated that she is **NOT FIT** to become their **next Queen**
- **28.9%** stated that she **REMAINS FIT** to become their **next Queen**

Public opinion shows **support** for the **monarchy** had **dropped** from **70%** in **2025** to a **historic** low of **60%**

Guri Varpe

Head of Communication





BACKGROUND



THE NORWEGIAN ROYAL HOUSE

- **Constitutional** and **ceremonial** status
- **Legitimacy** derived from **heritage**
- Funded by **taxpayers**
- Political **neutrality** as a governing principle
- Stability through **hereditary succession**

INSTITUTION BUILT OVER TIME

- **King Harald V**: symbol of unity and modernization
- Progressive, inclusive **public image**
- **Strong** historical **trust** levels
- **Reputation** as Norway's moral **anchor**



LINE OF SUCCESSION

Hereditary Structure

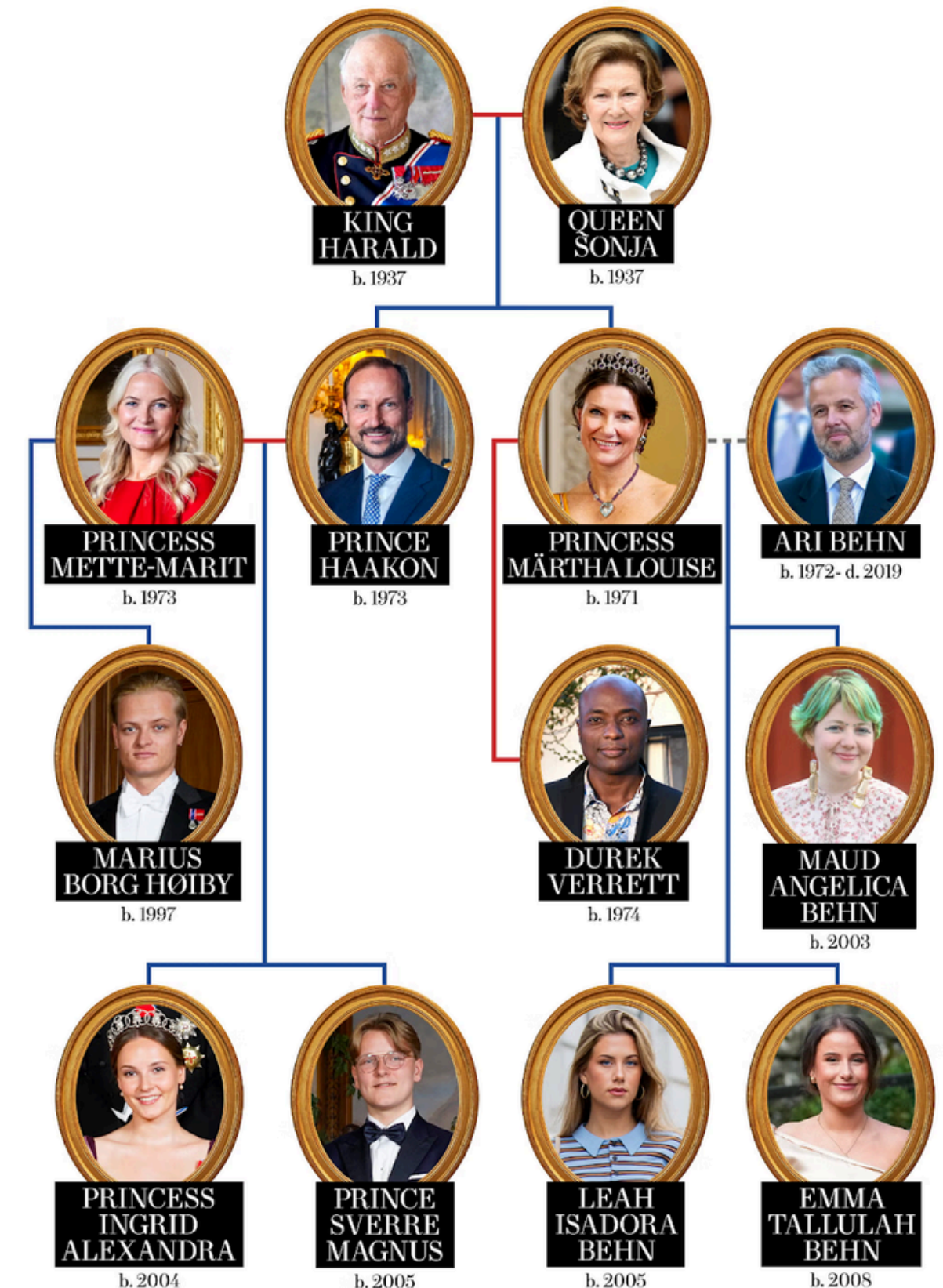
- **King** Harald V
- Crown Prince Haakon (**heir**)
- Princess Ingrid Alexandra (**next in line**)

Role of Mette-Marit

- **Future** Queen **consort**
- **Married into the Royal House** (2001)
- Public **acceptance** historically **contested**

NORWEGIAN ROYAL FAMILY TREE

— MARRIED — CHILDREN --- DIVORCED



MEET METTE-MARIT

- **Cinderella** – an outsider
- Past media **scrutiny**
- **Party scene** of Oslo
- Single mother to **Marius Borg Høiby**
- Marius Borg Høiby has **no royal title**
- Marius's father: **drug-related criminal** record
- **Charmed** the people

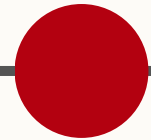


The background image is a low-angle, upward-looking shot of a grand Gothic cathedral interior. The ceiling is a complex ribbed vault with a large, circular, ornate fresco in the center. The walls are covered in intricate carvings and painted decorations, including medallions and floral patterns. A large, multi-tiered chandelier hangs from the center of the ceiling. In the background, there are stained glass windows with colorful geometric and floral designs. The overall atmosphere is one of historical grandeur and architectural detail.

THE INCIDENT

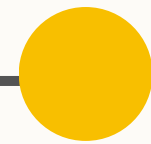
THE INCIDENT TIMELINE

August 2024



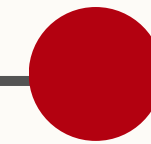
Norwegian police **arrested** Marius Borg Høiby on **suspicion** of assault

3 February 2026



Borg Høiby faces **38 criminal charges** & Crown Princess **Mette-Marit's past** connections to Epstein **emerge**

6 February 2026



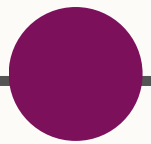
King Harald V, who, together with **Queen Sonja**, has **yet to comment** on the matter

9 February 2026

Guri Varpe is **brainstorming** an approach



Today



- **Arrest** of Marius Borg Høiby (assault allegation)
- **Admission** of substance **abuse** and mental health struggles
- Multiple **detentions** over the following months
- **Escalating** national **media** coverage

AUGUST 2024

Initial Reputational Shock



-
- **38 criminal** charges filed for Marius
 - Potential **10-year** prison sentence
 - Extensive **national media** coverage
 - **Epstein files** released (**1,000+ references**)
 - Mette-Marit as **future Queen questioned**
-

● **3 FEBRUARY 2026**

Institutional Escalation & Spillover Effect





6 FEBRUARY 2026

Institutional Containment

- **First instance** of **Prime Ministerial scrutiny**
- Crown Princess Mette-Marit is **prevented** from **speaking publicly**
- Communication tightly **controlled**
- **Public perception** of internal instability **increases**
- **The King** meets the **Prime Minister** and the **Crown Prince** at the **Royal Palace**

”

“RIGHT NOW SHE CAN’T, AND I ALSO
TELL HER SHE IS NOT ALLOWED TO.”

“

— **Crown Prince Haakon**

(after meeting with King Harald V and Prime Minister Jonas Gahr Støre)

6 February 2026



THE PEOPLE OF NORWAY HAVE SPOKEN

”

“Princess Ingrid must stay far away from her mother’s influence.

*I hope and pray **she’s nothing like her.** My heart goes out to Norway and [its] loyalists to the crown. It’s a difficult situation. I pray for the soul [of] Mette-Marit and **pray she repents but goes nowhere near the crown.**”*

*“I can’t speak for all of Norway, but **Marius and Mette-Marit aren’t exactly well-liked.** It was **only the media** who [seemed, or rather seemed], to **hold them in high regard.** This **enabled Marius to wreak havoc** among the up-and-coming [influencer-girls-scene], while **Mette-Marit was enjoying herself** on/with Epstein (Island).”*

“Not my Queen. Ever.”

*“I think it’s **not too late** for Kronprins Haakon to **find a new wife.**”*



- Public **trust** at a historic **low**
- Political pressure **escalating**
- The **trial** is **ongoing**
- **Sponsorship** relationships **weakening**
- **Silence** increasingly **contested**

9 FEBRUARY 2026

The Institutional Crossroads



9 FEBRUARY 2026

The Numbers as of Today

- **Support for monarchy:** 70% to a historic 60%
- **47.6% oppose** Mette-Marit as **future Queen**
- In **1 month**, **trust** for **Mette-Marit** changes from **7.4 to 3.7** on a 10-point scale
- Prime Minister cites “**poor judgment**”
- **Sponsorship** withdrawals



A grand, ornate interior hall, likely a museum or a formal residence. The room features a high ceiling with a grid of recessed panels and a large, multi-tiered chandelier hanging from the center. The walls are decorated with red and gold panels, and the floor is made of polished stone tiles. Several columns support the ceiling, and there are large windows with red curtains. In the foreground, there is a small table with chairs. The word "DISCUSSION" is written in large, red, serif capital letters across the center of the image.

DISCUSSION

***As a communication and branding
consultant to the Head of Communications at
the Norwegian Royal House,***

*how would you reason in this situation, and what actions
would you recommend in the short, medium, and long term?*



A grand, ornate conference room with a long wooden table, red upholstered chairs, and a large chandelier. The room features high ceilings, decorative moldings, and a large painting on the wall. The text "MANAGEMENT DECISION" is overlaid in the center.

MANAGEMENT DECISION

TWO OFFICIAL STATEMENTS & NO FURTHER ACTIONS

28 JANUARY 2026

- **Sympathy** has been **expressed**
- **Emphasis** on the **rule of law**
- Distancing: **“Not a member of the Royal House”**
- **No** further **comments** during trial

6 FEBRUARY 2026

- **Public apology** for Epstein association
- Regret and **moral condemnation**
- **Clarifications** (no island, no funding)
- **Promise** of **future** explanation
- Since then, **Mette-Marit** has been **quiet**



THE SPANISH PRECEDENT CASE

2012-2014: TRUST COLLAPSE

- Corruption scandal (**Nóos case**)
- Elephant **hunting** controversy
- **Approval** ratings **declined** sharply

INSTITUTIONAL RESPONSE

- **2012:** Public televised **apology**
- **2014: Abdication** (institutional reset)

FELIPE VI REFORMS

- **Financial** transparency
- **Ethical** standards
- **Distancing** from scandal
- **Removal** of **royal title** (2015)



A grand, ornate room with a large chandelier, stained glass windows, and a wooden floor. The room features a large, ornate wooden cabinet on the left, a large chandelier hanging from the ceiling, and several large windows with stained glass. The floor is made of polished wood with a geometric pattern. The walls are decorated with intricate carvings and a large statue is visible in the background.

CONCLUSION

THANK YOU!

