



news release

VODAFONE INTERNET KEY MAKES COMMUNICATING EVEN EASIER

AD WITH ILARY BLASI AND FEATURING NEW USB MODEM GOES ON AIR

Milan, 15 January 2008 – From Sunday 13 the new 30-second advert for the “Everywhere” campaign, featuring the Vodafone Internet Key, the new modem as small and as light as a USB stick, is on air. The Key allows users to connect their desktop or portable PC using mobile broadband without the need for a fixed-line connection or any form of cable.

The advertising campaign shows a series of people through the eyes of Ilary Blasi. The various characters are using their PCs to browse the internet whilst in the strangest places, in order to demonstrate how easy it is to use the new modem and its innovative functions, which are ready for future developments in Vodafone’s broadband network, offering download rates of 7.2 Mbps and uplink speeds of up to 2 Mbps. The advert opens with a young man sitting astride a statue whilst navigating the web with his PC, before moving on to a pair of barefoot managers browsing the web whilst comfortably sat on a hedge, and closing with the most spectacular scenes, in which groups of young people are shown sitting on the branches of old trees, surfing the web in total freedom.

The soundtrack for the advert is “*Sowing the seeds of Love*”, the late-eighties track from Tears for Fears.

The advert was produced by H Films and directed by Owen Harris. The agency is 1861 United, with creative direction from Pino Rozzi and Roberto Battaglia. The artwork and copy were by Federico Pepe and Stefania Siani. OMD is responsible for planning on all the principal national networks.