



news release

VODAFONE YOU AND ME, CONNECTING TWO PEOPLE WHO CARE FOR EACH OTHER

ILARY BLASI AND RINO GATTUSO PRESENT THE NEW YOU&ME WORDS AND MESSAGES OPTION ON TV

Milan, 20 March 2008 – An even closer connection between two people who care for each other. From Thursday 20 March Ilary Blasi and Rino Gattuso will be presenting the new Vodafone campaign for the You&Me Parole e Messaggi (Words and Messages) option to call, video-call and send texts from Italy to a favourite Vodafone number at the cost of 0 cents, with no limits and no connection charge.

The innovative option can be activated from 25 March to 30 April at the cost of €2.00 per week for a duration of 30 days. At the end of this period the option can be renewed every week for up to one year.

The campaign is based on a powerful symbol that everyone recognises: a telephone, represented by two paper cups and a piece of string, is the visual metaphor used to signify an exclusive bond between two people. The ad shows a series of couples busy talking with their special person on this distinctive phone: an engaged couple, two friends, a young couple. Among them two faces well known to TV audiences: Ilary Blasi, who is seen chatting with her best friend, and Rino Gattuso, as he discusses the best recipe for cooking aubergines with his grandmother.

The ad, directed by Owen Harris, marks the debut of a new soundtrack, Petula Clark's *Call me*. The advertising agency is 1861 United, the creative directors are Pino Rozzi and Roberto Battaglia, Art and Copy Federico Pepe and Stefania Siani, Production House H Films. Media planning by OMD on all national networks.