

## **VODAFONE LAUNCHES NEW ADSL CAMPAIGN**

### **ILARY BLASI STARS IN NEW "VODAFONE STATION" AD**

*Milan, June 4, 2008* – Vodafone is presenting a new, light-hearted advertising campaign for TV and all the principal media (press, posters, web) to launch the Vodafone Station and the new ADSL offering available from June 9.

The campaign focuses on the creative concept of the bud as a metaphor for the birth and development of Vodafone's new solutions, offering customers a simple, immediate way to benefit from the advantages of a fixed and mobile broadband connection. The various scenes, whose graphics are all based on nature and the creative idea of the bud, show Ilary Blasi as she presents the infinite potential of Vodafone Station with great simplicity and artlessness. And in fact the new Vodafone Station is the simple solution to bring Vodafone to customers' homes, the easy way to change the way people make voice calls and access the web. Vodafone Station can be used at once, is very easy to install and offers the best available technology for phone calls and internet connection: ADSL via cable and mobile broadband thanks to the integrated Vodafone Internet Key. Customers can take advantage of the fact that the mobile broadband is available immediately to telephone, surf the web and exchange e-mails using their home phone and PC from the very beginning, without having to wait for the ADSL service to be activated.

Following November's TV campaign to launch the Vodafone Casa offering, Vodafone is back with an ad inspired by the values of simplicity and immediacy to present a unique, original offering that introduces fast internet and voice telephony into Italian homes.

The new ad's soundtrack is the cover version of a Sixties song called "Zoo be zoo be zoo". The agency for the advertising campaign is McCann Erickson Italia, the executive creative director is Milka Pogliani and the creative director Chiara Castiglioni. Art and copy are by Gaetano Del Pizzo and Guglielmo Pezzino, respectively. The production house is H Films with Owen Harris directing. OMD is responsible for media planning on all the principal national networks.