

Vodafone: Playmobil makes work even easier

The new advertising campaign for Business&Life and Vodafone Broadband is launched

Milan, 5 June 2007 – Vodafone has chosen Playmobil characters as testimonials for its new business advertising campaign featuring the Business&Life and Vodafone Broadband products.

The new creative format is centred around Playmobil characters represented as they carry out a variety of everyday activities, ranging from work situations to moments of total relaxation. Intentionally unconventional, the campaign uses the popular Playmobil characters to emphasise that the Business&Life and Vodafone Broadband solutions are extremely simple and easy-to-use.

“Saving is always a game” is the claim for Business&Life, Vodafone’s new contract price plan for professionals and small businesses. Business&Life can be activated starting from 11 June 2007 and does not involve a fixed charge at the beginning of calls or a monthly fee. Subscribers can call all domestic numbers for 19 cents per minute (VAT excluded) and tariffs are based on the actual seconds of conversation. What’s more, customers who activate Business&Life by 31 July 2007 can call for 9 cents per minute (VAT excluded) during weekends and throughout August 2007.

“Connecting is always a game” defines the Vodafone Broadband offering, which was launched in June 2006 and which by now covers 75% of the population and offers connection speeds of up to 3.6 mbps.

The campaign will be launched in the press, posters, TV and the Internet from Monday 4 June 2007. Planning is by OMD. The agency is McCann Erickson and the creative director is Dario Neglia. Gaetano Dal Pizzo is the Art Director and Paolo Chiabrando is the Copy Director. Photography is by LSD.

For more information on the Business&Life and Vodafone Broadband price plans, go to the business section at www.vodafone.it.