

Life is NOW

LIFE IS NOW: THE THIRD AD LAUNCHES SUPER INFINITY SMS

Milan, March 10, 2006 - The third episode of Vodafone's new communication format based on the claim Life is NOW begins on Sunday, March 12.

After the institutional ad broadcast in early February and the subsequent Revolution campaign, Vodafone is presenting the **Super Infinity SMS** promotion.

A world of letters surrounds the three characters in the new Vodafone campaigns, symbolising the benefit offered by the promotion, which enables users, after paying for the first message, to each day send all subsequent messages to Vodafone numbers free of charge.

Another stage in the new format: once again, a door opens revealing a girl, one of the trio of young people launched in the first advert, busy sending messages. Thousands of coloured letters gaily invade the room and surround the other two characters as they admire the sight, pleasantly surprised.

Life is Now is still the key that opens and closes the ad.

The campaign was shot in Los Angeles by Filmaster and directed by Acne. The agency is McCann Erickson, assisted by executive creative director Milka Pogliani and creative directors Giorgio Natale (art) and Federica Ariagno (copy). The campaign will run in 15" and short formats (5" and 7"), planned by Mindshare, on the main Italian networks.

The music chosen for the advert is once again the Leningrad Cowboys' ironic and affecting rendition of "So happy together".