

December 18<sup>th</sup>, 2008

## O<sub>2</sub> campaign invites you to test its products. Curious?

**MUNICH.** Can you hold your breath under water longer with a gum bubble, can you release a rocket of balloons into the sky? The new O<sub>2</sub> commercial, which will be aired on all TV stations with a broad reach from January 3, is focused on these and other test scenarios. The core message is: “Everybody tests. Test O<sub>2</sub> now.”

Do you want to test whether the park bench with the “Wet paint“ sign is still wet, or do you extensively test a mattress before you buy it? The scenes in the new O<sub>2</sub> TV commercial are unified by a central subject: It is in the nature of the human being to be curious and try out things – in particular before you make a purchase decision. Telefónica O<sub>2</sub> Germany takes account of this customer requirement by offering a product for testing without any commitment from the customer.

The test offer campaign will start on January 3 and includes 40-second image commercial which will be launched on all TV stations at the same time in a roadblock as well as two 20-second product commercials. In addition, a cinema commercial, print advertisements, PoS and online ads and many ad specials, which will cover the TV scenes and test idea. “Curiosity” is not only the subject of the campaign, it is also meant to raise curiosity across all media – be it through “find the error” picture puzzles in print ads or interactive online banners.

André Schloemer, Vice President Brand Management, Telefónica O<sub>2</sub> Germany: “We invite consumers to put O<sub>2</sub> to the test with our new campaign. A company, which invites people to test its products without any commitment, signalizes that they can trust the company, brand and product range. “Curiosity” corresponds with our strategy, to strongly focus the customer. We listen to customers and adapt the adequate offers to their requirements – in this case, the requirement to test a product before they decide to buy it.”

After the “Used“ campaign, the “Curiosity“ campaign is the second, which was fully realized by the agency VCCP in Berlin. It marks another step on the way of the telecommunications provider to address customers emotionally. At the same time, it consolidates the claim to differentiate the company from competitors and be recognized as a refreshingly different brand.

A *Telefonica* company

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Amtsgericht München HRB 109061 und Telefónica O<sub>2</sub> Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.  
Geschäftsführer beider Gesellschafter: Jaime Smith Basterra, Vorsitzender. Antonio Botas Banuelos. Andrea Folgueiras. André Krause. Lutz Schüler. Carsten Wreth.



Oliver Frank, Creative Director, VCCP Berlin: “The creative realization of “Curiosity” clearly differentiates itself from previous campaigns without abandoning the brand world of O<sub>2</sub> and the O<sub>2</sub> style. The language of the images is emotional because viewers identify themselves with the test situations.”

The makers of “Curiosity“

Customer:

What?	Who?
Head of Branding, Strategy & Communication	Tim Alexander
Senior Brand Manager	Elfi Hartkämper

Agency:

What?	Who?
Creative Directors	Lars Wohlneck und Oliver Frank, VCCP
Art Director	Jens Orillo, VCCP
Producer	Stink Berlin
Director	Adam Berg

**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 45 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

**More information:**

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