

11 August 2010

## O<sub>2</sub> vs. Monster

**MUNICH/Germany. The new integrated campaign for the innovative mobile phone tariff O<sub>2</sub> o starts on August 13. Mobile phones that turned into annoying little monsters show the unpleasant aspects of mobile phone contracts. The campaign consists of cinema and TV commercials, print ads and an interactive online campaign, as well as special forms of advertising and promotions.**

In the TV commercial, a young man frees himself from his monster tariff by inserting an O<sub>2</sub> o SIM card into his monster mobile phone. This is promptly transformed back again from an annoying monster into a normal mobile phone. "Replace monster tariffs with O<sub>2</sub> o" is the message of the campaign, which employs both classic ads and below-the-line, online, social media and guerrilla methods. The monsters developed by New York artist Joshua Ben Longo take the campaign's centre stage.

The concept is based on the results of a survey by TNS Infratest among almost 1,000 mobile phone users. Conducted on behalf of Telefónica O<sub>2</sub> Germany, the survey asked about the most common preconceptions relating to mobile phone contracts. These are still seen as expensive and inflexible, even though this is no longer the case. Perfect proof of this is the O<sub>2</sub> o tariff, which has neither a minimum contract period nor a basic fee and offers the O<sub>2</sub> cost airbag. The most common preconceptions about mobile phone tariffs are embodied in the "Monster Tariffs" campaign.

The commercials will be shown as a 45-second clip in the cinema and as 30 and 20-second TV versions. The monsters will also be seen in numerous special forms of advertising, takeover campaigns and promotions. At the same time O<sub>2</sub> is launching its own interactive online campaign on [www.o2.de/monster](http://www.o2.de/monster). In the campaign O<sub>2</sub> o customers will be invited to join the "Monster Taskforce" and to track down and eliminate tariff monsters within their circle of friends.

The campaign was developed by VCCP Berlin together with smartin Cologne and Mindshare Frankfurt. The commercial was produced with Stink Berlin, under the direction of the Swedish collective Stylewar. Filmefex from Budapest was responsible for the animation of the monster dolls. The print and OoH motifs were photographed by Oliver Schwarzwald.

"With these monsters we have discovered a charming way to demonstrate the weaknesses of the mobile phone world. In O<sub>2</sub> o we are offering a simple way to get rid of your old monster tariff," says André Schloemer, Vice President Brand Management at Telefónica O<sub>2</sub> Germany.

A *Telefonica* company

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