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O₂ is battling tariff monsters again

MUNICH/Germany. Telefónica O₂ Germany continues its ongoing and successful campaign against monster tariffs and from 27th October will begin combating the contract terms for mobile Internet use. This time again, a small, annoying monster embodies the inflexible contracts. An O₂ surf stick then appears in the motifs; as the savior the stick rids the customer of the irritating beast. The campaign is communicated via POS advertising, online banners, mailings, a newsletter as well as a specially developed e-Game.

The main message of the entire advertising campaign is the new flexibility with mobile Internet: the contract term for the O₂ surf stick is now only six instead of 24 months. This means that for only 25 euros per month customers can use mobile Internet without any limitations or restrictions. In addition, the offer can be tested for one month without any obligation.

According to the motto “Mobile Internet without monster contract terms”, the O₂ surf stick advances to one of the main figures of the new campaign. A mean, grey-haired surf stick monster slithers towards the USB port in order to sink its small, sharp teeth into it. The approaching surf stick then saves the day by jumping onto the monster and ridding the laptop – and the customer – of the intruder.

The advertising campaign will be accompanied by a specially developed e-Game that will be integrated into the o2.de website. The e-Game will enable players to go “monster hunting” on their own and eliminate as many contract-term monsters as possible.

The new motifs seamlessly connect to the monster campaign that was successfully launched a few weeks ago. In the TV commercial, a young man frees himself from his monster tariff by inserting an O₂ o SIM card into his monster mobile phone. The phone is then promptly transformed back into a normal mobile phone.

The monster campaign was developed by VCCP Berlin in collaboration with the brand managers at Telefónica O₂ Germany:

A *Telefonica* company

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Telefónica O₂ 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 about 55 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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