



Vanessa Hessler accompanies Alice to O₂

Alice campaign spurs on business success in the DSL branch

Hamburg, 13 December 2010. Vanessa Hessler will again be the face of telecommunications firm Alice in the year 2011 and will accompany the brand transition from Alice to Telefónica O₂ Germany. Her contract has been extended by two years to the end of 2012. What is new is that the contract includes not only the Alice brand, but also the O₂ brand.

Alice's remarkable success story is closely connected with Vanessa Hessler's appeal. The current advertising campaign with Vanessa Hessler "Wer frei sein will kommt zu Alice" ("If you want to be free, come to Alice") attracted in its first month the highest rating for Advertising Awareness on the market accompanied by for several months steadily increasing image values for Alice as well as O₂ (source: Millward Brown). The success of both brand and product goes hand in hand: The summer campaign 'Verbinden ohne sich zu binden' ('Connect without commitment') brought in about 32,000 new DSL customers in the third quarter. "Combined with the product strategy of always providing customers the best product at an attractive price, this campaign helped us grow significantly against the market trend in the area of fixed network telephony—and that applies both to Alice and to O₂ DSL," explains Lutz Schüler, CEO at HanseNet.

"Vanessa Hessler as Alice stands for high competence in the segment of fixed network services. For the transition of the brand Alice into the world of O₂ this plays an important role, as does the introduction of collective products," said René Schuster, CEO of Telefónica O₂ Germany, speaking about the extension of Vanessa Hessler's contract.

Press Release



Already, the positive effect of combining O₂ with Alice is noticeable. Especially visibly it is for example with the inclusion of Alice in O₂ Shops – a trend that continues into the 4th quarter of 2010. This positive development will be supported and expanded in 2011 by integrated and informative brand and product communication.

About HanseNet

HanseNet Telekommunikation GmbH was founded in Hamburg in 1995. It operates a highly modern communications network for over 2 million residential and business customers and offers mobile phones and landlines as well as broadband and Internet services from a single source. Over the past few years turnover has increased from 161.1 million (2004) to more than 1 billion euros. HanseNet is wholly owned by Telefónica O₂ Germany. Alice is continuing to expand service to even more areas. For more information about HanseNet or Alice please visit www.alice.de or www.hansenet.de.

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About Telefónica O2 Germany GmbH & Co. OHG

Telefónica O2 Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunications firm Telefónica S.A. The company offers both its private and business customers in Germany post-paid and pre-paid mobile communications products in addition to innovative mobile data services on the basis of GPRS and UMTS technology. Furthermore, as an integrated communications provider, the company also provides DSL landline telephony and high-speed Internet services. Telefónica Europe has around 55 million mobile and landline customers in Great Britain, Ireland, the Czech Republic, Slovakia, and Germany.

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