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Guaranteed to make hearts race: O₂ starts a new campaign to launch O₂ More

MUNICH. "More goose bumps, more heartbeats, more encores," Telefónica O₂ Germany announces in its campaign for the launch of O₂ More. The new music and entertainment concept offers O₂ customers more than just mobile phones and rates. O₂ customers will experience more top-notch live events. The campaign made up of cinema and TV commercials, print ads, posters and an online campaign takes place at the POS and awakens desire for an exciting event season with O₂.

The advertising commercials for the O₂ More campaign whisk viewers away into the world of vibrating concert halls, suspenseful cinemas and emotional shows, depicting the intensity of live events in a way that is up close, direct and positively tangible. The message is at the focus of all communication measures: "Because our customers mean more to us, we give them more than just rates and mobile phones. More goose bumps, more heartbeats, more encores." The key visual of the campaign is a heart made out of bubbles. The commercials will be shown as a 30-second clip in the cinema and as 45, 30 and 20-second TV versions. Other measures include target group-specific print ads, social media, out of home advertising (OOH) as well as online and POS measures.

Long nights on the sofa are over: in early April O₂ More will be launching its interactive website www.o2more.de. Thanks to the O₂ More concept, registered O₂ customers will receive exclusive pre-sale purchase rights for over one thousand concerts, cinema premieres and shows throughout Germany. The concept is complemented by other benefits such as free tickets, access to VIP lounges and much more. Mobile ticketing and event search apps are also available.

"With the O₂ More campaign we are positioning ourselves in the entertainment sector and showing that we offer our customers more than just mobile phones and rates – we make it possible for them to attend live events, which are only reserved for our customers," says Tim Alexander, Vice President Brand Management at Telefónica O₂ Germany, summarising the new concept. "In the future we also particularly want to use O₂ More to reward customer loyalty."

The communication measures have been implemented by VCCP Berlin together with Interone, Ogilvy, Lambie Nairn and Smartin. Zenith is responsible for media planning and purchasing.

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Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 889 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica O₂ Germany Management GmbH.
Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender. Andrea Folgueiras. Markus Haas.
André Krause. Joachim Kugoth. Jens Prautzsch. Johannes Pruchnow. Peter Rampling. Lutz Schüler. Robert Simmeth. Michiel van Eldik. Carsten Wreth.



Responsibilities:

Telefónica O₂ Germany	Agency: VCCP Berlin
Tim Alexander (Vice President Brand Management)	Kirsten Frenz (Senior Art Director)
Sandra Schloemer (Senior Brand Manager)	Philipp Löffel (Senior Copywriter) Astrid Thomsen (Account Director)

About O₂ More

O₂ More offers registered O₂ customers exclusive benefits such as pre-sale purchase rights 48 hours before the official start of sales for over 1,000 events and more than three million tickets throughout Germany. Registration takes place via the website www.o2more.de. Mobile apps enable mobile ticketing, make it easier to search for events and provide a space to exchange and interact with friends. For select events, registered O₂ customers can also benefit from exclusive parking options, VIP upgrades, backstage passes, meet & greets, smartphone hotspots as well as mobile phone charging stations. O₂ More will be replacing the O₂ Crew concept in April 2011. Further information is available at www.o2more.de

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 more than 56 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany. According to a network test by "connect" magazine (edition 12/10), O₂ is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result O₂ is on second position.

Further information:

Telefónica O₂ Germany GmbH & Co. OHG
Albert Fetsch, spokesman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1220
f +49 (0)89 2442-1209
e albert.fetsch@o2.com

www.o2.de/presse