

Press release

Telefónica Germany. "Social Media, QR codes and original out-of-home measures give us various possibilities for arranging the campaign."

Until the end of the year, different motifs in print advertising and on large surfaces will show why companies trust in O2's business solutions. Advertising banners on the Internet, as well as videos on YouTube and social media campaigns with XING, Twitter and Facebook will accompany the launch. Telefónica Germany developed the concept and creation in collaboration with the advertising agency VCCP. Zenithmedia is responsible for the media strategy as well as campaign planning, and the digital agency Interone is providing the online campaign, the landing page and the mobile website.

Further information about the reference customer campaign by Telefónica Germany can be found at <http://o2business.de/referenzen>.

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Responsibilities:

Telefónica O₂ Germany	Agency: VCCP Berlin
Tim Alexander (Vice President Brand Management)	Bernd Claussen (Art Director)
Felix Kästle (Senior Brand Manager)	Sebastian Oehme (Senior Copywriter) Judith Schenk (Account Manager)

Telefónica Germany GmbH & Co. OHG and its brands O₂ and Alice belong to Telefónica Europe and are 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. According to a network test by "connect" magazine (edition 12/10), the O₂ network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Further information:

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