

24 April 2009

Doodle Art: campaign for the new O₂ o tariff

MUNICH. Since Monday, they can be seen in many places, on the front page of the *Süddeutsche Zeitung*, but also on house fronts, and, they decorate television pictures: "Doodles", phone scribbles which people create when they are talking on the phone, immerse in a conversation, are relaxed and think of everything with the exception of costs of call minutes in networks of third-party service providers. It is now time to disclose the originator of this extraordinary marketing campaign: O₂.

Together with the product launch of the revolutionary tariff concept O₂ o, Telefónica O₂ Germany will roll out an integrated campaign with a clear message across Germany on 5 May: "Don't think about calling when you do" ("Damit Sie beim Telefonieren nicht ans Telefonieren denken"). The teaser campaign which has not provided any reference to the brand or company has run since 20 April and will be replaced by an image and product campaign on 27 April comprising TV, print, online and various ad specials.

The new O₂ o tariff is strongly focused on simplification and freedom in a market which has so far been marked by many and frequently confusing tariffs and fairly strict contract obligations for consumers.

"Doodles are a great visual metaphor and represent the feeling of light heartedness which the new tariff concept is to communicate. In fact, the concept addresses everybody who uses a phone – no matter whether they are power callers or make occasional phone calls", says André Schloemer, Vice President Brand Management, Telefónica O₂ Germany. The campaign was developed and implemented by the lead agency vccp Berlin and is focused on the diversity and fascination of the phone doodles.

"O₂ o is a revolutionary step for O₂. Therefore, the campaign had to be just as daring and large, but still down to earth", Oliver Frank, Creative Director, vccp Berlin, says about the O₂ campaign which "is way beyond anything you have seen from O₂ so far in view of its presentation and design."

A *Telefónica* company

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: Jaime Smith Basterra, Vorsitzender. Antonio Botas Banuelos. Andrea Folgueiras. André Krause. Lutz Schüler. Carsten Wreth.



The integrated campaign comprises above-the-line and below-the-line measures, including the point of sale and online as well as product PR and social media. O₂ o will initially be shown on television in a 45-second image commercial immersing into the world of Doodles. Animated phone doodles which gradually develop a life of their own answer the question raised at the beginning of the commercial: "What do you think of when you are on the phone?" The film was developed in cooperation with Radical Media Berlin and shot in Paris by director Edouard Salier who has excited the big international brands with his Motion Graphics. DEPECHE MODE – "Fragile Tension" from the album "Sounds Of The Universe" will be used for the O₂ advertising campaign in Germany.

Moreover, countless Doodles in several motives are displayed in printed ads and particularly out of home on posters, mega posters as well as ad specials. The front pages of magazines were redesigned in Doodle style by scribbles made with blue biro in cooperation with the media agency Mindshare. In addition, entire underground stations in Hamburg and Berlin will be scribbled with blue drawings. Moreover, white house fronts will be embellished "live" with Doodles in some big cities. These "living posters" will be created in stages and are a novelty in Germany. Just as unique and also part of the comprehensive overall concept is the product name. André Schloemer adds: "The fact that we went all the way to use just one unique letter reflects our innovation and simplicity. The new concept O₂ o exactly represents that approach."

The makers of the O₂ o campaign

Customer:

| What? | Who? |
|--|------------------|
| Head of Branding, Strategy & Communication | Tim Alexander |
| Senior Brand Manager (classic advertising) | Sandra Schloemer |
| Brand Manager (online) | Felix Kaestle |

Agency:

| What? | Who? |
|--------------------|---|
| Creative Directors | Oliver Frank und Lars Wohlnick, vccp Berlin |
| Art Director | Jens Orillo, vccp Berlin |

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 46 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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