



## news release

### **VODAFONE LAUNCHES DSL SERVICE WITH FLAVIO INSINNA AND ILARY BLASI**

**New campaign and offering takes off: fixed-line calls and high-speed internet from home**

**Tutto Flat at a rate of €39 a month**

*Milan, 2 September 2008* – Vodafone's DSL service is about to enter Italian homes with Flavio Insinna and Ilary Blasi. The new campaign advertising the broadband offering will run on TV and principal media channels from September. After the launch in June, the latest campaign focuses again on the simplicity and speed of activating Vodafone's services. And the new offering: Tutto Flat . In return for payment of €39 a month, and without having to pay Telecom Italia's line rental, Tutto Flat includes: free local and long-distance calls and calls to Vodafone cell phones for a year, with no fixed charge, plus the Vodafone Station. The milestone represented by Vodafone's move into communications services for the home is marked by a new TV duo: Flavio Insinna and Ilary Blasi, who create a party atmosphere to celebrate the entry of the Vodafone Station into Italian households.

The Vodafone Station can be activated at once, is very easy to install and offers voice calls and fixed-line and mobile connections using the best available technology. Moreover, with mobile broadband, which is immediately available thanks to the integrated Internet Key, customers can make voice calls, surf the net and exchange e-mails using both their home phone and computer straight after purchase, without having to wait for the DSL service to be activated.

The creative idea for the campaign is based on the chain reaction to the arrival in town of Vodafone's ADSL, drawing dozens of people into a human chain led by Flavio Insinna. In a growing crescendo, the Vodafone Station packages are transferred from the Vodafone shop to Ilary Blasi's home, in readiness for the revolutionary device to be installed in just a few easy steps in order to start talking and surfing the Internet. The metaphor represents Vodafone's ability to look after its customers, allowing everyone to benefit from fixed and mobile broadband services with the utmost simplicity right from the day of purchase. The concept behind the previous advert, based on

the idea of a budding plant, designed to indicate the birth of new services for the home, gives way to a more realistic context, closer to customers, where members of the great Vodafone family take to the streets to bring the Station and the world of communication services into every home.

The soundtrack for the ad is the Village People's "Go West", a light-hearted and lively track that helps to give rhythm to an ad rich in shots and rapidly edited and engaging sequences. The ad was filmed in the centre of Turin and made use of a small army of around 350 extras. The campaign was produced by H Films, with Owen Harris directing. McCann Erickson Italia was the advertising agency, whilst creative direction was provided by Chiara Castiglioni with executive creative director Milka Pogliani. OMD is responsible for media planning on all networks.