

T-MOBILE CHALLENGES BRITAIN TO FIND MORE MINUTES

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T-Mobile is set to unveil a £17 million multi-media campaign as it becomes the first ever mobile network to guarantee that its customers will always have an unbeatable minutes allowance.

The campaign, which is also the first to feature T-Mobile's new '*Life's for Sharing*' brand strapline, will reaffirm the operator's position as the best value for money mobile network, by challenging Britain to find more minutes for £30.

New and existing customers on T-Mobile Solo and Combi price plans of £30 are being offered a unique commitment: just ask, and T-Mobile will match or beat the amount of minutes offered on a like-for-like basis by the other four operators – meaning customers can be sure they are always getting unbeatable minutes from T-Mobile.

The new T-Mobile minutes pledge puts an end to the tiresome search for the best value mobile deals. This is brought to life in the advertising campaign from Saatchi & Saatchi London which shows people from different walks of life searching for minutes in unusual places. The TV spots feature an archaeologist discarding priceless Roman artefacts as he hunts for more minutes and a medium at a séance searching in the afterlife and reaching one attendee's dead uncle. The first of these will break during the Euro2008 semi-final at 8.30pm this Thursday evening (26th June).

In addition to the TV ads, there will be national press, online and outdoor including station domination at Oxford Circus tube station from 30th June with media planned and bought by MediaCom. Outdoor activity includes the IMAX, the largest single advertising location in London which will illustrate people searching for more minutes in obscure places.

The £30 minutes guarantee campaign is the first to feature the *Life's for Sharing* strapline, which will be applied across the whole Deutsche Telecom group (T-Mobile, T-Home and T-Systems).

Karen Phipson, Head of Brand and Communications at T-Mobile, said: "The *Simply Closer* strapline was a step in the right direction towards our goal of being a relationship-focused brand. *Life's for Sharing* really cements our focus on relationships, in a way that's energetic, dynamic and involving. It's apt that we

launch the new strapline in conjunction with our minutes promise, which is all about supporting our customers lives through every-day unbeatable value.”

Paul Silburn, Creative Partner, Saatchi & Saatchi London, said: “Everyone loves a bargain and people will often search high and low to find the best deal. The creative brings that to life.”

Nigel Robinson, Managing Partner at MediaCom, added: “We’re incredibly pleased with this campaign. The scale of the multi-platform format together with the creative is an absolutely perfect launch for T-Mobile’s new strap-line.”