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VIRGIN MOBILE DIALS UP VIRGIN BRAND EQUITY AND GROWS UP WITH REBRAND

Sydney, 8 August 2013: Virgin Mobile Australia today unveiled a major brand and strategy refresh, which will see the mobile provider dial up its connection to the wider Virgin family with a new brand positioning, clean new visual identity and innovative product offering.

Recognising its customers expect a truly ‘Virgin’ experience, Virgin Mobile is shifting its brand strategy to align more closely with the Virgin family of businesses. The carrier will do this both in its look and feel and through fresh new product offerings. This marks the first major rebrand in Virgin Mobile’s 12-year history and is designed to reflect the brand’s sophistication as the Telco and its customer base grow up.

Virgin Mobile has also announced a shift in business strategy, adopting a more customer-centric brand positioning which will see the Telco take an even more customer-focused approach, with a strong business focus on retention and a greater commitment to investing in its current members.

Virgin Mobile’s new visual identity features a cleaner look, with a greater use of white space and a new logo that emphasises the ‘Virgin’ in ‘Virgin Mobile’. For the first time, it also sees the introduction of purple into the Telco’s colour palate, in line with the Virgin master brand.

As part of its brand refresh and reflecting its strengthened alignment with the Virgin family, today Virgin Mobile has also launched an Australian first:

- The Virgin Mobile Irresistible Plan¹, including: a return international flight with Virgin Australia to a desirable destination including Vanuatu, Fiji or New Zealand, a new phone after 12 months when you re-sign to the Irresistible Plan or equivalent for another 24 months, unlimited standard national calls & text within Oz², $200 of plan credit for standard international calls and text³ and a whopping 6GB of data⁴ – all for $140 per month (Min. total cost is $3360 over 24 months⁵).
- A range of Virgin Family Perks for customers⁶, including: $50 mobile credit when they sign up for Virgin Money’s Virgin Flyer Credit Card, Car Insurance and Travel Insurance products⁷, and $50 mobile credit when they purchase a Discovery Club membership with Virgin Wines⁸.
To develop its new strategy, Virgin Mobile worked in partnership with retained agencies Havas Worldwide, Starcom and One Green Bean, while introducing brand agency Generation Alliance, who also worked with Virgin Mobile on the visual identity of the brand refresh. From today the brand refresh will roll out across all of Virgin Mobile’s customer touch points, including its website, social media channels, advertising, staff uniforms and 74 retail outlets.

Director of Brand & Communications, Nicole Bardsley, said: “After 12 years in the market, our customers are more mature and we need to ensure we grow up with them. Our new brand acknowledges this maturity, while recognising the value our customers place on our connection to the Virgin Family.”

The mobile provider will continue to offer the great range of Virgin Mobile benefits its customers have come to know and love, including unlimited calls & text Virgin 2 Virgin within Oz, the ability to rollover unused credit to the next month, free Voicemail in Oz and great coverage on the Optus network.

Bardsley said: “With our new visual identity, shift in business strategy, bolstered connection to the Virgin family and so many other changes, we’re excited to up the ante and give Virgin Mobile customers a true ‘Virgin’ experience, plus so much more value.”

For more information on Virgin Mobile’s brand refresh visit: www.virginmobile.com.au

Agency credits:
Strategy: Havas Worldwide, One Green Bean, Starcom & Generation Alliance
ATL: Havas Worldwide & Generation Alliance
Visual Identity: Generation Alliance
PR & Social Media: One Green Bean
Media: Starcom

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For further information or to arrange an interview with a Virgin Mobile spokesperson, please contact:

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Notes to editors:

What is Virgin Mobile Australia all about?
Here at Virgin Mobile, we've been putting our customers first for over 12 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we've been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We've certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million customers in Australia. And they're happy customers too: we've frequently been rated the No 1 telco for Customer Satisfaction.

We think a telco relationship should be rewarding so our customers also receive a host of benefits including Virgin Family perks, exclusive discounts and VIP access to gigs and music festivals. And because we use the Optus network it means that up to 98% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!

Get personal with us @ www.facebook.com/VirginMobileAus or www.twitter.com/virginmobileaus.

1. For full terms and conditions on the Irresistible Plan, go to virginmobile.com.au/irresistible
2. Fair Use Policy applies.
4. One month expiry.
5. Early cancellation fees may apply.
6. Offer is only available to existing Virgin Mobile Postpaid Mobile and Postpaid Mobile Broadband customers. For full terms and conditions on Virgin Family Perks, go to virginmobile.com.au/virgin-family-perks
7. Car insurance and Travel Insurance provided by Virgin Money (Australia) Pty Limited ABN 75 103 478 897. Credit provider: Citigroup Pty Limited ACN 004 325 080 Australian credit license 238098.
8. Virgin Wines’ customers must provide the promo code ‘Virgin Mobile’ upon application.