TURN YOUR BYTES INTO BITES
Free doughnuts this Saturday for data lovers

SYDNEY, 9 March 2018: To celebrate International Day of Awesomeness this Saturday 10 March, Virgin Mobile has partnered with Krispy Kreme to give away 4,400 free Original Glazed™ doughnuts to data loving Aussies.

Data never tasted so good.

To claim their sweet treat, customers simply need to give a bit of awesome back by gifting any amount of spare data to a fellow Virgin Mobile Postpaid customer on Awesomeness Day, and showing proof in-store at Krispy Kreme of the data they’ve gifted.

“Our customers go nuts over doughnuts, almost as much as they love using and gifting data to each other. So, to celebrate International Day of Awesomeness, our data loving Postpaid customers will be able to turn their data bytes into doughnut bites. Now that’s pretty awesome,” James Gully, Virgin Mobile CEO said.

“AFTER hearing Virgin Mobile customers are actually doughnut lovers, we wanted to bring smiles to Aussies and make their day that bit more awesome. And there’s nothing more awesome than a free doughnut.” Russell Schulman, Head of Marketing & eCommerce, Krispy Kreme said.

Data Gifting lets Virgin Mobile Postpaid customers gift any amount of spare data with each other, simply through My Account or the Virgin Mobile app. It’s all thanks to FairData™ and the collective power of Virgin Mobile’s data products that lets you do more with your data.

Terms and conditions:
- Limit one Krispy Kreme Original Glazed™ doughnut per person to the first 200 customers in-store. Available from any of Krispy Kreme’s stores in NSW, VIC, WA and QLD. Not available in 7-Eleven, SA stores or Jesters (WA).
- Customers must present proof of data gift by confirmation via My Account or the Virgin Mobile app to redeem their Krispy Kreme Original Glazed™ doughnut
- Data must be gifted between 00:01am until 11:59pm on 10 March 2018

ENDS
Media assets.
Click here for media assets.

Notes to media:
For more information about Data Gifting visit virginmobile.com.au/data-gifting

About Virgin Mobile
From the moment Sir Richard Branson launched Virgin Mobile in 2000, we’ve been driven by our brand purpose of changing the game for good. In a world where most Australians feel powerless against their mobile provider, Virgin Mobile is here to restore the power balance. After all, we’re famous for doing things a little differently, and for a very good reason – our customers.

First of all, we deliver a fairer and more genuine experience by delivering above and beyond on the basics, with award-winning customer service and irresistible prices on the latest handsets, backed by the Optus 4G Plus network.

We also know Aussies need data that works for them. They need flexibility without the compromise. That’s why we’ve introduced FairData™, a unique offer exclusive to Virgin Mobile Postpaid customers. FairData™ uses the collective power of Virgin Mobile’s Postpaid data products to give people data on their own terms. From the Australian-first innovation of Data Rollover which gives you a second chance to use what you paid for to Data Gifting that lets customers share any amount of their unused data with other Virgin Mobile Postpaid customer.

But it doesn’t stop there. When you join us, you’re joining the Virgin family too, so if you’re on a Postpaid plan you can earn Velocity Points just for paying your bill and get access to discounts and deals across other Virgin brands. You’ll also feel part of something bigger, as we invite you to help make the world fairer and brighter through our partnerships with R U OK? and Smiling Mind.

And we do all of this with a side serve of unmistakable Virgin swagger. Why? Because we don’t just play the game, we change it for good.

Now that’s Virgin Mobile.

For further information, please contact:

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