MEDIA RELEASE
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DOUG PITT REACHES CELE-BRO-TY STATUS IN NEW TVC FOR VIRGIN MOBILE’S FAIR GO BRO CAMPAIGN

www.FairGoBro.com.au

Sydney, 10 August 2012 – Virgin Mobile will launch phase three of its Fair Go Bro campaign this Sunday with the launch of a new TVC starring Doug Pitt at last enjoying a taste of the good life his brother is so well accustomed to as he reaches cele-bro-ty status.

The 30-second TVC shows Doug living it up A-list style as he walks down the red carpet, equipped with his own band, a Segway-riding entourage and a personal choir singing a Doug Pitt chorus. The latest installment of the campaign will air nationally from this Sunday 12th August on free-to-air and subscription TV.

Commenting on the new TVC, Virgin Mobile Marketing Director, David Scribner said: “Doug Pitt has been through a pretty incredible journey with Virgin Mobile and this TVC marks his arrival on the A-list, ahead of his visit to Australia to experience the celebrity treatment in the country that made him a star.”

The TVC will air nine days before Doug arrives in Australia for the first time for his Virgin Mobile endorsement tour, during which Doug will experience the celebrity life in Australia. Doug has a typically A-list itinerary incorporating media interviews, public appearances and sightseeing.

He will be joined by his Australian entourage, selected by a national search facilitated via the campaign website, with five lucky winners scoring a VIP trip to Sydney to help keep Doug company as part of his party-posse.

The social-by-design Fair Go Bro campaign launched online on 2nd July 2012, centring around the website www.FairGoBro.com.au, where consumers are encouraged to ‘show Doug some like’ and view the documentary-style teaser about Doug Pitt. Since the campaign’s launch, Doug has received more than 30,000 ‘likes’ and the video documentary has gone viral.
Fair Go Bro sees Virgin Mobile rebelling against the standard celebrity endorsement. Instead, Virgin Mobile is giving a famous celebrity’s brother a fair go and is giving Doug Pitt a taste of the limelight with his first-ever celebrity endorsement. Head to www.FairGoBro.com.au to view the full range of TVCs, show Doug some ‘like’ and be the first to find out what's next.

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Agency credits:
Concept Creation: Euro RSCG & One Green Bean
ATL: Euro RSCG
PR: One Green Bean
Social Media: One Green Bean
Digital Design & Development: Future Büro
Media: Starcom
TV Production: The Glue Society (Matt Devine)

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What is Virgin Mobile Australia all about?
Here at Virgin Mobile, we've been putting our customers first for over 10 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 been rated the No 1 telco for Customer Satisfaction for some time now.

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 97% of the population in Oz can get a clear Virgin Mobile signal. So come and join us!