Stocking filler fails  
New research reveals Aussies’ worst Christmas presents

SYDNEY, 13 December 2017: With the silly season upon us, Aussies are saying enough is enough when it comes to crap Christmas presents with novelty mugs, scented candles and stuffed toys making up some of the nation’s top five worst stocking fillers.

Although 95% of us don’t mind receiving small gifts if they’re useful, new research from Virgin Mobile has revealed 2 out of 3 Aussies believe stocking fillers are often wasted and most would prefer to have data over mind-numbing novelty mugs (64%) or a pair of yawn-inducing socks (55%).

Whether it’s streaming classic Christmas movies on the go or uploading FOMO-inducing holiday pics on social media, 8.6 million of us would rather ditch the stocking filler and get data instead.

With almost 8 in 10 Australians likely to increase their data use over the Christmas period, Virgin Mobile is making it easier to gift the more useful gift of data, allowing friends and family to do more of what they love online. It’s the little stocking filler that packs a big punch.

Top of the list of how people expect to increase their data this holiday season is staying connected and up to date (69%), shopping up an online storm including Boxing Day sales (38%) and streaming or downloading their favourite music, movies and TV series (38%).

James Gully, CEO, Virgin Mobile Australia says, “As the research shows, many Aussies are favouring data over seemingly useless gifts like candles and socks. Getting the gift of mobile data is more thoughtful than you think and allows people to do more of the stuff they really enjoy.

“With Data Gifting, it’s even easier to give the gift of data this Christmas, a time where mobile data consumption tends to spike. Sharing your data is not only a useful gift, but one that we know Aussies will enjoy and can be done at a click of a button.” added Gully.

The average mobile data gift made by Virgin Mobile customers is 4.5GB which equates to around 10 hours of videos, 38 hours of music or 30 hours of apps and browsing per day.

Data Gifting is part of Virgin Mobile’s FairData™ offering and is available to all Postpaid mobile customers at the click of a button through the MyAccount app or webpage. For more information, visit virginmobile.com.au/data-gifting

To find out what your data gets you, visit virginmobile.com.au/data-explained

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Notes to editors

Research was conducted by Virgin Mobile and carried out by Lonergan from a nationally representative survey of Australians in November 2017.

Top 5 gifts Aussies loathe come Christmas time are:
1. Novelty gifts (mugs and Christmas themed gifts) 57%
2. Something smelly (scented candles, beauty products and perfumes) 49%
3. Stuffed toys 47%
4. Trinkets 44%
5. A ‘gift with purchase’ gift 44%

FairData: Postpaid customers only. Fair Use Policy and other T&Cs apply.

Data Gifting: You can give your spare data (to use in Oz) to any other Virgin Mobile customer on a Postpaid mobile plan. Data Gifts can’t be returned and extra data charges still apply, so double-check before you give to make sure you’re giving to the right person and that you’ll have enough left for yourself. Data usage info may be delayed by up to 48 hours. Gift until 16 Feb 2018, unless extended. #sharingiscaring #datalove

About Virgin Mobile Australia
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 customers.

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 unmistakeable Virgin swagger. Why? Because we don’t just play the game, we change it for good.

Now that’s Virgin Mobile.
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