TBWA SYDNEY LAUNCHES NEW BRAND PLATFORM FOR VIRGIN MOBILE

SYDNEY, AUSTRALIA, Friday 16 September, 2016 – Virgin Mobile and TBWA Sydney have combined forces to launch the telco’s new brand platform, aimed at emphasising its commitment to deliver a fairer, more genuine and exhilarating experience for Aussie customers.

The latest campaign, introducing the new tagline ‘Now That’s Virgin Mobile’, takes the real stories of five happy Virgin Mobile customers and puts them in the spotlight in an extreme way that only Virgin Mobile can. These customers deliver first-hand testimonials about why they choose Virgin Mobile, while partaking in one-of-a-kind experiences with some added unmistakable Virgin awesomeness. With experiences ranging from rocket-fueled speed boats and roller coasters full of drag queens to ball pits full of puppies, the campaign takes the typical and turns it up to show what life’s like as a Virgin Mobile customer.

Working in partnership with creative connections agency UM, the campaign rolls out from 18 September and includes executions across social, digital, outdoor and cinema, with a particular focus on UGC-style pre-roll to tap into current online watching behaviours. In a first for the brand, interactive billboards will also allow consumers to superimpose their face directly into the content to get a sense of what it feels like to be a Virgin Mobile customer.

“We launched in Australia just over 15 years ago based on Richard Branson’s belief that we could change the game for good for mobile customers,” says Philippa Durant, Director of Brand and Communications at Virgin Mobile Australia. “We’re famous for doing things a little differently, after all, and this campaign really demonstrates ‘why Virgin Mobile’ to consumers in a way that only we can.”

Wesley Hawes, Executive Creative Director at TBWA Sydney, says “To reposition Virgin Mobile we thought about why their customers are some of the happiest and most satisfied in Australia. The simplest answer is that everything they do is done
with an unmistakable Virgin Mobile swagger their competitors can’t match. We decided to replicate this through their advertising, using one of the most traditional methods in the peer-to-peer recommendation, which is still such a powerful tool.”

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About TBWA Worldwide
TBWA Worldwide (www.tbwa.com) is a top ten ranked global advertising network that holds DISRUPTION at its core to develop business-changing ideas for the brands it works with. TBWA has 11,100 employees across 323 offices in 97 countries and also includes brands such as Auditoire, BEING, Digital Arts Network (DAN), eg+ Worldwide, The Integer Group®, TBWA\Media Arts Lab and TBWA\WorldHealth. TBWA’s global clients include Accenture, adidas, Apple, Energizer, Four Seasons, Gatorade, GSK, Henkel, Infiniti, Kraft, McDonald’s, Michelin, Nissan, Pernod Ricard, Pfizer, Standard Chartered Bank, Singapore Airlines, Vichy.

About Virgin Mobile Australia
From the moment Sir Richard Branson drove a tank across the Sydney Harbour Bridge to launch 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 offer loads of red hot extras, from data-free music-streaming on eligible Postpaid mobile plans, to the Australian-first innovation of Data Rollover which is still exclusive to Virgin Mobile on new Postpaid mobile plans.

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 OzHarvest, R U OK?, and Oasis.

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.