MEDIA RELEASE
For immediate release

VIRGIN MOBILE UNVEILS DOUG PITT ABOVE-THE-LINE
CREATIVE FOR FAIR GO BRO CAMPAIGN

~ Doug Pitt stars in series of amusing TVCs as the official face of Virgin Mobile campaign ~
www.FairGoBro.com.au

Sydney, 13th July 2012 – Following the success of the first phase of Virgin Mobile’s Fair Go Bro campaign, the Telco today revealed the first above-the-line (ATL) creative, unveiling a series of TVCs featuring celebrity bro Doug Pitt as the face of the campaign.

The ATL campaign kicks off this Sunday 15th July with a 30-second TVC that officially introduces Doug Pitt as the face of the brand campaign and invites people to follow him at FairGoBro.com.au. The 30-second ad, which will appear on Channel 7, 10 and subscription TV, shows Doug at home and going about his ordinary, suburban life. It features a number of scenes from the now-familiar documentary-style viral video about Doug that has already received more than 1.3 million YouTube views and global media attention since it was released just over a week ago on FairGoBro.com.au.

The 30-second ad will be followed by a series of tongue-in-cheek 15-second TVCs that use Doug’s position as the ‘second most famous Pitt in his family’ to highlight Virgin Mobile’s product proof points. One of the 15-second spots, promoting Virgin Mobile’s Credit Rollover offering, features Doug lying in bed and delivering the line: “Hi I’m Doug Pitt. I might not rollover to a famous actress every morning, but I do rollover my unused mobile credit every month.”

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. In the campaign’s first week, Doug received more than 10,000 ‘likes’ and the video documentary went viral.

Commenting on the success of the campaign, Virgin Mobile Marketing Director, David Scribner said: “We wanted consumers to engage with the campaign and actively give Doug a ‘fair go’
before we introduced the ATL component and we’ve been overwhelmed by the positive response from consumers and media internationally. The success of the campaign so far really illustrates the value of a social-by-design campaign in a forever evolving marketing landscape.”

"We want to communicate our Fair Go For All proposition in a uniquely Virgin way that will deliver humour and create positive conversation and the feedback so far is that we’ve definitely hit the mark! The really exciting thing is that there is so much more to come and we’re confident people will continue to embrace the campaign as it rolls out over the next few months. Keep an eye on FairGoBro.com.au to watch the campaign unfold.”

Alongside the TVCs launching this weekend, a comprehensive multi-channel campaign comprising of magazines, online, radio, Out-Of-Home and transit media will roll out nationally from Monday. Online and on-mobile, rich media banners and pre-rolls will feature the 15-second TVCs. Streaming MRECs on popular entertainment sites will feature the 30-second TVC. A national partnership with Nova will see integrated station promos and a national evening sponsorship of Smallzy’s Surgery including in-show credits and placements.

The campaign website will continue to be at the core of the campaign featuring all campaign related content including the TVCs and will be the hub for a large digital promotion launching 23rd July.

Commenting on his new celebrity status and the success of the campaign to date, Doug Pitt said, “It’s a little surreal but I’m absolutely thrilled with the response!”

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 TVCs, show Doug some ‘like’ and be the first to find out what’s next.

~ ENDS ~

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)
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!