

## Martin Freeman embarks on a Connected Love Story with Vodafone this Christmas

*Connecting loved ones remains at the heart of Vodafone's short film series this festive season, with Freeman stepping up his pursuit of love with a little help from Vodafone.*

**London, 1st November, 2017:** Today, Vodafone & WPP Team Red (O&M London & MEC) release a fresh take on a festive romance with 'A Christmas Love Story' & the return of Martin Freeman to a new series of short films featuring across TV, digital & social platforms. In this feel-good campaign, Freeman embarks on a seasonal adventure after meeting a mysterious woman on the train. What follows is a journey played out seamlessly across TV and social media, that sees an entertaining line-up of attempts on Freeman's behalf to ensure their meeting is all but fleeting – a process made seemingly more possible by Vodafone.

The series of short films is the latest installment of Martin Freeman's adventures to showcase the breadth of Vodafone products and services on offer, from the freedom to roam in 'Mr. Interruption', to the benefits of indoor coverage that sought shelter from harm in 'The Chase'.

The tale unfolds with Martin Freeman waiting for a train at the platform on a wintry evening, when he catches the eye of a woman sitting next to him watching 'It's a Wonderful Life'. What unravels is charming & humorous montage of events, each shown in its own film, which showcase a blossoming long distance romance. From the first call between them, to Freeman's family discovering this newfound crush & taking it upon themselves to investigate further, to the doubt that creeps in over any possible future between the two, and finally a reunion fitting for any great love story...

The series of films highlight Vodafone's dedication to helping customers reap the benefits of the digital world in a way that suits them through the launch of:

- PAYG 1: A totally new approach to Pay as you go, giving customers unlimited calls, texts and 500 MB of data without spending more than £1 a day – a UK mobile industry first
- Vodafone Passes: For Pay monthly customers wanting to enjoy unlimited<sup>i</sup> use of their favourite apps, without using up their data allowance. There's a Music, Video, Social or Chat Pass to choose from, plus a fifth, the Combo Pass, which includes all four Passes in one

The integrated campaign launches today at 9.30PM on Channel 4 during Grand Designs, and will feature ATL, social and digital executions. This marks the start of a Launch Night Channel 4 Station roadblock featuring Ad spots in Don't Tell The Bride (21.30 on E4), American Ultra starring Kirsten Stewart (Film4) and 999: What's your emergency (More4). All the components of the Christmas Love Story have been phased into their channels to ensure consumers can follow each chapter no matter what device they're on. The films will be available to watch online via Vodafone's YouTube Channel as of Wednesday November 1<sup>st</sup>.

**Bilge Ciftci, Brand Director, Vodafone UK:** *"We're so proud of our latest campaign with Martin Freeman. It brings to life just how much our customers can rely on our*

## Ogilvy & Mather London

*products and services to stay in touch with loved ones and enjoy the content they love, wherever they may be. Using smart media planning, viewers will be guided through a series of TV and social films which sees Martin fall in love and maintain a long distance relationship – despite a few setbacks. Through Martin’s creativity and humour, we believe our festive love story will warm hearts this Christmas.”*

**Mick Mahoney, Chief Creative Officer, O&M London:** *“We’re really excited about the way that technology has changed the way we do everything these days, including how it has changed the nature of human connections, and even falling in love. So there’s no better tale to tell at Christmas than a good old fashioned love story enabled by, and through, technology.”*

- ENDS -

### Notes to editors:

*PAYG 1: Opt in & spend £1 a day for unlimited standard calls & texts + 500MB of data for use on that day, in the UK and our Europe Zone. Terms, exclusions & destinations, see [Vodafone.co.uk/PayAsYouGo1](http://Vodafone.co.uk/PayAsYouGo1)*

*Vodafone Passes: Available to pay monthly consumers (excluding business customers) on Red or Mobile Broadband plans purchased on/after 12.04.17. Passes available from £3/month. On selected apps/websites in the UK & in our Roam-free destinations. 5GB limit/month per pass in Roam-free destinations. Additional content, such as adverts, may use regular data from your monthly plan. Terms, [Vodafone.co.uk/Pass](http://Vodafone.co.uk/Pass).*

### *About O&M London:*

Ogilvy & Mather is one of the largest marketing communications companies in the world. Through its specialty units, the company provides a comprehensive range of marketing services in-house including: brand advertising; direct marketing; interactive; digital and targeted media; brand identity; retail and in-store promotions; trade/event marketing, public relations; CRM and loyalty marketing; fast-track, low-cost delivery; analytics and research capabilities; strategic partnerships; branded content and entertainment; multicultural marketing, and sustainability marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a WPP company (NASDAQ: WPPGY).

In January 2016, Ogilvy & Mather moved to the iconic Sea Containers on the South Bank at the heart of the ‘creative mile’, an area that celebrates culture, creativity and collaboration. For more information, visit <http://www.ogilvy.co.uk/>.

<sup>i</sup> Vodafone reserves the right to suspend or throttle the service if we have reason to believe it is being used for commercial purposes, fraudulently or is having an adverse impact /damaging our network in any way.