

TELE2 UNVEILS NEW 4G NETWORK AND MANTRA 'BECAUSE YOU CAN'

INDIE Amsterdam creates bold and rebellious statement campaign

Link to TVC: <https://vimeo.com/147446626>

Amsterdam, 7 December 2015 – International telecoms provider Tele2 today unveils a new brand identity for the Dutch market, launching the 'Because You Can' campaign and consumer mantra. The high-impact, integrated campaign, conceived by creative agency INDIE Amsterdam, marks the launch of Tele2's new 4G-network and retail experience. Want to post more selfies than Kim Kardashian? Tinder until you get married? Or watch non-stop YouTube how-to videos? Not because you have to, but because you can.

INDIE Amsterdam was brought onboard to bring this message to life in a quirky and irreverent style that would appeal to its target audience of 4G-hungry, mobile data-lovers. It is the first campaign created by INDIE Amsterdam since winning the business as the result of a competitive pitch, earlier in the year and incorporates TV, cinema, radio, OOH, online and print.

Tele2 is positioned throughout all communications as the fun rebel who doesn't shy away from doing things differently, offering the combination of high speed internet and 'unusually large' data packages, at low prices.

The TVC, which will also appear in cinemas, is shot by acclaimed British music video director Henry Scholfield and demonstrates the endless opportunities the new network offers, set against a rap soundtrack of the brand promise: Not because you have to, but because you can.

Emilio de Haan, Creative Director, INDIE Amsterdam: "Incredibly fast internet and loads of data at low prices enable you to do anything you want. We wanted to create a campaign that is just as unconstrained, excessive and limitless as the product itself and which is felt throughout all elements of the campaign."

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Cilesta van Doorn, Managing Director Brand & Communications Tele2 Nederland: "From the very start, Tele2 has had a reputation for pushing boundaries in the telecoms market. With this latest campaign - a cheerful data revolution - we strive to do that once again. Every single element of the campaign reflects this – from the art poster, which was sent directly to our customers, thanking them for their help and trust in our 4G-network, to the enormous, smiling emojis that have popped up all over the Netherlands. Tele2 is positioned as a fun-loving rebel in everything that we do."

Chris Vannitsem, Managing Director INDIE Amsterdam: "Drowning yourself in data, and feeling the freedom to browse on your mobile without limits; this campaign signifies the start of a movement. It is all about being smart, relevant and always having a big smile, which shines through all communication platforms."

The new campaign for Tele2 will encompass further surprising, and smile-inducing, executions, ahead of Christmas.

END

For all campaign materials please visit <http://omdathetkan.indie-amsterdam.com/en>

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CREDITS

Creative agency:	INDIE Amsterdam
Production company:	The BoardRoom
Line production:	Radioaktiefilm
Director:	Henry Scholfield
On-line/sfx:	Glassworks Amsterdam
Off-line edit:	Johnny Rayner
Music:	Sander Baas & Sergio Blankendal @de geluiderij.nl
Sound:	Alfred Klaassen geluid – Jacco Lenstra
Client:	Cilesta van Doorn, Margaret Kreuger, Danielle Snoeij, Jan-Willem te Gussinklo

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