

news release



18 January 2012

The Force is Strong with Vodafone

Vodafone UK has today (Wednesday 18 January) announced that it has signed legendary *Star Wars*[™] character Yoda to appear in its latest adverts.

The 900-year-old Jedi Master will star in a number of TV ads to showcase Vodafone's innovative new services to ensure that customers get the smartphone that suits them, are able to use it right from the start and then have the confidence to experiment with all its new functions and apps. The first ad premieres on Channel 4 between 8pm and 9pm tomorrow night. The TV ad is supported by a major outdoor and digital campaign that showcases services including RED Box, Data Test Drive, Tech Team and Buyback.

The 60-second launch TV advert focuses on RED Box, a service that automatically transfers contents from an old phone to a new handset. Yoda is seen enthusiastically attempting to use his power to help a couple with the daunting task of transferring numbers to the husband's new smartphone. However, he soon realises that the Force is not needed, as Vodafone's new RED Box service has already solved the problem.

Each TV spot has been produced by a team at Lucasfilm's renowned San Francisco-based visual effects facility ILM (Industrial Light & Magic), with Tom Kane voicing Yoda's CGI character.

Danielle Crook, Director of Brand Marketing, Vodafone UK, said: "These small things can mean the world to our customers – it's why we have developed a range of simple services to help them feel confidently connected on the go. The campaign with Yoda shows that you don't need to be a Jedi Master to unlock the power of mobile internet."

The full range of small things that mean the world include:

- **RED Box:** Our in-store teams can take all the hassle out of transferring the contents, such as contacts and photos, of a customer's old phone onto their new device, with RED Box.
- **Buyback:** We will buy back a customer's current handset – up to the value of £270. Customers can bring their old phone back, or send it to us and in return we'll give them a new phone at a reduced price, a high street voucher or cash.

Vodafone UK

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- **Data Test Drive:** All new and upgrading Pay Monthly customers get as much mobile internet access as they want, for whatever they want, for the first three months to ensure they get the mobile internet plan that suits their needs.
- **Tech Team:** Expert help and advice is available free in-store and online from Vodafone's specially trained Tech Team to help customers get the most out of any device that can access the internet, whether that's a smartphone, tablet, PC or dongle.

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