



02 November 2016

## **VODAFONE'S NETWORK GIVES CUSTOMERS THE POWER TO BE TOGETHER...WHEREVER THEY FIND THEMSELVES THIS CHRISTMAS**

Vodafone UK's Christmas 2016 advert has arrived and is available to watch across YouTube, Twitter and TV.

It's a snowy Christmas Eve and the three Vodafone guys are meeting with friends, family and loved ones to celebrate - a tradition they've held for many years where they all come together at a picturesque cosy village pub to catch-up over a few festive mince pies. There's lots for them to celebrate, the last time the three were together was when they unveiled the end of home broadband line rental charges and there's introduction of a new character, a girlfriend!

Sadly, one is stranded halfway across the country on a broken down coach. Not letting the distance stop their fun, they use video calling across Vodafone's even bigger and better network to bring them together and enjoy an enthusiastic game of charades whilst located in different postcodes. In a heart-warming scene, friends, family and even some of the locals at the pub come together to re-enact the charades and there's even a magical moment with a dog called Dodger that really brings the game to life.

The advert, which premiered during The Price of Britain Awards last night on ITV1 can also be viewed on the Vodafone UK YouTube channel, here: <https://www.youtube.com/watch?v=55VWRqdhDPE>. In addition, Vodafone will be using 'First View' on Twitter to launch the new advert and campaign for 24 hours across Twitter.

Bilge Cliftci, Head of Brand at Vodafone UK said; "Our Christmas advert demonstrates the importance of our network in bringing people closer to their loved ones at Christmas, whilst perfectly capturing the nation's mood at this magical time of year."

The advert was created and developed by Grey London and features the track I Feel Free by Cream. The pub featured in the advert is The George and Dragon in Long Hanborough near Oxford and the snow setting was created by Snow Business who also supply the sets for Game of Thrones.

### **Vodafone UK**

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[www.vodafone.co.uk](http://www.vodafone.co.uk)

### **Vodafone UK Media Relations**

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Jonathan Rands

Alex Tizard

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#### Group Business Director

Clare Jones

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#### Planning Director

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#### Senior Planner

Sarah Oberman

#### Producer

Marcus Eley

#### Assistant Producer

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