



'Se te apareció la Virgin telco': new advertising campaign of the operator which breaks the mould

- **Director and screenwriter Daniel Sánchez Arévalo gets behind the camera of the brand's new ad campaign that can be seen today on television and digital platforms**
- **Once again, the company emphasizes the possibility of choosing the services that each client needs and save what they do not want, in a simple and flexible way**

Madrid, 15 June 2020. Virgin telco, the recently launched branded telecommunications service in Spain, launches a new and fun advertising campaign under the name '*Se te apareció la Virgin telco*'. The renowned director and screenwriter, Daniel Sánchez Arévalo, swaps the big screen for tv and directs three ad campaigns, hand in hand with the ad agency Habitant.

From the very beginning, Virgin telco has made a strong commitment to the market and continues to demonstrate this early on in its roll-out with a very Spanish campaign, with a very Spanish saying as its claim and at the hands of one of Spain's most prominent young directors: Daniel Sánchez Arévalo. Daniel has an outstanding career that led him in 2007 to win the Goya for Best New Director for *AzulOscuroCasiNegro* and several nominations in the following years for his work both as a Director and screenwriter.

Throughout June and July we will be able to see, both on television and across digital platforms, the three stories of the campaign told as a documentary with a touch of humour and mystery. Based on the well-known Spanish saying '*se te apareció la Virgen*' -a very common expression used when something really good and unexpected happens- the brand takes a turn to show all the good things it brings to the market nationwide.

From the beginning, Virgin telco has stood out for its differential offer with quadruple play services of premium quality fixed line, mobile, internet and television that breaks up traditional inflexible packages, allowing users to personalise their service by choosing exactly what they actually need, saving on unnecessary costs and with the best final price.

That is precisely what this new campaign focuses on: the possibility for each customer to choose what they need, focusing on one of the most striking combinations, 39 euros / month, that gives clients 300 Mb Fibre and mobile with 20 GB and unlimited calls.

Koldo Unanue, Virgin telco's Chief Marketing Officer, highlighted: *"our strong commitment to putting the customer at the centre of our strategy is key to our differentiating offer. In terms of price, we can be imitated, but no one can match our direct approach to the consumer. This new campaign continues this approach and aims to bring a smile to the public's face and make them identify with the personal stories we tell, because by choosing what you want and saving on what you don't really need, 'se te aparece la Virgin telco'".*

Shooting Technical Sheet

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|-----------------------------|---|
| 1. COMPANY : | HABITANT |
| 2. ADVERTISING : | Virgin telco |
| 3. PRODUCT : | TELECOMUNICATIONS |
| 4. CREATIVE DIRECTOR : | Paco García |
| 5. CREATIVE TEAM: | Ana del Valle, Pablo Criado, Alan Fernández, Francesco Minopoli |
| 6. AUDIOVISUAL PRODUCTION : | Mila Gómez Acevedo |
| 7. SOCIAL NETWORK AGENCY: | HABITANT |
| 8. PRODUCER AGENCY : | LA JOYA |
| 9. PRODUCER : | DANIEL SÁNCHEZ-ARÉVALO |
| 10. OPERATOR : | JUANA JIMENEZ |
| 11. EXECUTIVE PRODUCER: | SARA HERNÁNDEZ |
| 12. POSTPRODUCTION : | WEWORK |
| 13. SOUND STUDIO : | WEWORK / OIDOS |
| 14. PIECES : | 3 SPOTS (40", 30", 20") |
| 15. MUSIC: | MYUU |
| 16. TITLE : | "Se te apareció La Virgin telco" |

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