



OgilvyOne Worldwide

Press release

OgilvyOne Launches The Economist's TVC on SmarTone-Vodafone's FoneTV *Opening up an exciting new media opportunity*

Hong Kong, November 9, 2007 – The Economist, in collaboration with leading digital marketing agency OgilvyOne Hong Kong, has become the first advertiser on SmarTone-Vodafone's recently launched FoneTV in a mobile marketing first.

As part of the marketing agreement, SmarTone-Vodafone customers who subscribe to the News channels of FoneTV from now until November 30 2007 will get a one-month free subscription, sponsored by The Economist. In this way, The Economist will be able to reach a highly engaged audience on the go while ensuring that they are always in the know. By combining advertisement with sponsorship, The Economist is able to share its message and build goodwill towards their brand.

The video advertisement is the first of its kind on FoneTV - a unique personal entertainment platform that provides multiple branded channels and cool, on demand tailor-made programming. FoneTV offers breath-taking picture clarity in High Definition wide-screen view. It's also remarkably easy to use with a groundbreaking split screen presentation of controls, making channel surfing and interactive transactions effortless. All in all, FoneTV delivers an eagerly awaited, refreshing and unbeatable new entertainment experience that's completely redefining consumer viewing in the mobile space.

The 15-second copy-led TVC of The Economist, developed by OgilvyOne Hong Kong, provocatively ponders the influence and role of China and India in technology and the global economy and urges viewers to seek the insights provided by The Economist in its special report on China and India technology, which is available from today.

"We are very excited to be involved in such a revolutionary new digital marketing media and to be the first advertiser on FoneTV. This is a truly ground-breaking service, offering us access to a highly engaged audience – it was a natural fit," said Matthew Aylmer, Asia Pacific Circulation Marketing Director, The Economist Asia Pacific.

"The Economist prides itself on seeking innovative ways to reach its readers. This combined effort follows our long-standing collaboration with Ogilvy in pioneering mobile marketing campaigns including some of the world's first blue-tooth and mobile gaming advertising campaigns," added Aylmer.

"We salute SmarTone-Vodafone's commitment to developing industry-leading mobile services and fostering new mobile advertising solutions. FoneTV is a truly remarkable service and the opportunity to advertise within the programming is a win-win for all parties involved. We continuously explore new methods to help our clients deliver their

messages in the most impactful and effective way. We look forward to further opportunities to assist our clients and their brands to reach consumers on the go," said Sean Rach, Managing Director, OgilvyOne/Neo@Ogilvy Hong Kong.

"At SmarTone-Vodafone we have a hunger for innovation and constantly strive to deliver unbeatable customer experiences over our unrivalled HSPA network. FoneTV delivers Hong Kong consumers true personal TV - programmes they thoroughly enjoy, of real quality and at the time of their choosing," said Douglas Li, Chief Executive Officer of SmarTone-Vodafone.

"Our customers' behaviour tells us they are "snacking" on FoneTV at various times throughout the day which matches with our expectations. FoneTV also opens up a new and innovative media front to our advertising partners. This enables them to deliver instant rich media ads in a highly targeted and relevant fashion, which we believe will deliver far greater consumer engagement for their messages. In addition, the quality reporting of audience viewership, behaviour and responses is far beyond anything other media can provide, including the Internet."

"We are very pleased to have a leading brand like The Economist as our first advertiser. Together, we are embarking on a new phase of mobile marketing, advertising and entertainment. It's a win for all concerned – our customers, our advertising partners and SmarTone-Vodafone," said Li.

In addition to SmarTone-Vodafone's FoneTV service, The Economist's TVC will run on BBC World.

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