

NEW BT HOME HUB AD TO SEPARATE THE TRADEMARK BT COUPLE

Submitted by: Publicis Groupe (Formerly Digitas Ltd)

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BT launch new Home Hub with multi-layered media campaign

BT's new ad campaign has a twist in store for viewers, with Adam, the character played by Kris Marshall, moving out of the home he shares with his on-screen partner Jane, for his dream job – putting the relationship under pressure and implying the couple's separation.

BT pokes fun at a fictional rival broadband provider – Adam curses his new (non-BT) router, whilst he and Jane discuss their long distance relationship over IM, when he loses his wireless signal with Jane left wondering what their future holds. The advert leaves audiences wondering what will happen next – will they/won't they stay together?

The ad takes the BT family in a new direction with the focus on communication in a long distance relationship; will love (and broadband

(http://www.productsandservices.bt.com/consumerProducts/displayCategory.do?categoryId=CON-TOTAL-BB-R1&s_cid=con_ prevail?

BT is implementing a heavyweight media campaign to launch BT Total Broadband's stylish new Home Hub. The sleek new design houses the latest 'N' standard wireless technology which gives up to twice the range of a router offered by any other UK broadband providers. As well as going further, customers get a stronger more reliable connection. A host of other new features have been incorporated into the distinctively curved new design – including a simpler set-up process, improved security and power-saving functionality.

The campaign rolls out from July 19, including TV, press, PR, outdoor, DM and online and is worth ten million pounds.

Key media launch activity encompasses:

TV - Continuing the hugely successful 'trademark' BT adverts, the new Home Hub advert will air on 19th July. The adverts are the creation of AMV who devised the initial 'Adam and Jane' advert storyline.

Press - Colour adverts produced by AMV highlighting the fact that the BT Home Hub now offers up to twice the range of all UK broadband

(http://www.productsandservices.bt.com/consumerProducts/displayCategory.do?categoryId=CON-TOTAL-BB-R1&s_cid=con_ providers, will be placed in all core titles to encourage national awareness of the new product and its benefits.

PR – Kazoo Communications will lead the PR activity announcing the new Home Hub launch to the media with an exclusive 'House Party' event on 14th July hosted by several well-known celebrity faces.

Product placement, news and review activity will follow.

Outdoor – An outdoor campaign produced by AMV during August will sustain awareness of the new BT Home

Hub, key roadside and rail side locations will feature the posters.

DM – Ogilvy One has created a major DM campaign highlighting the new hub's superior range that gives a better wireless connection.

Online – BT's online agency, Agency.com will implement an online campaign featuring a rotating BT Home Hub.

Matthew Dearden, marketing director, BT Retail Consumer says: "The new BT Home Hub is the most exciting development to BT Total Broadband so far this year; couple this with the most dramatic and powerful broadband advert we have made to date and you have all the components of a great and memorable campaign. The ad highlights the importance of a reliable wireless connection and leaves you at a crucial point in the Adam and Jane story wondering what will happen next..."

The new BT Home Hub will be available from the 18th July for more information visit <http://www.bt.com/newhub>.

For more information, please contact Laura Smith at Kazoo: lauras@kazoo.co.uk / 020 7479 4381 / 020 7479 4310

About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include local, national and international telecommunications services to our customers for use at home, at work and on the move; higher-value broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2007, BT Group plc's revenue was £20,223 million with profit before taxation of £2,484 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit <http://www.bt.com/aboutbt>