

# Lebara teams up with George Weah for new brand commercial

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Lebara, one of Europe's leading telecoms operators for migrant communities, is delighted to announce a new partnership with George Weah, one of the most successful African footballers of all time.

As part of a campaign to celebrate the spirit of African football this winter, Lebara's next TV ad, due to kick-off on Eurosport on Saturday 21st January, will feature the Liberian football star in a series of short films.

The campaign, named "The Call of Africa", was created and produced by CST The Gate and will air in 59 countries across the Eurosport network. The films will show the players striking a rhythmic beat on a collection of drums, from all over the continent of Africa, assembled into a goal. As the world's original communication devices, the drums have been used to demonstrate Lebara (<http://www.lebara.co.uk/>) as a global communication service. The campaign will run throughout the African football season and will promote Lebara offers to those wishing to stay in touch with family and friends back home or abroad, including £10 free call credit when a £20 top up is made ([http://www.lebara.co.uk/view/content/p\\_offersLanding#offer\\_10\\_FREE\\_20](http://www.lebara.co.uk/view/content/p_offersLanding#offer_10_FREE_20)).

The TV campaign will be supported by a number of promotional activities across Lebara's retail network, at outdoor venues and online. In particular, Lebara is offering 'MyLebara' registered customers an exclusive gift of 30 day access to Eurosport Player, where they will be able to watch some of the most exciting African football this season. This offer is available to 50,000 customers and needs to be activated by 30 June 2012. A dedicated Lebara football microsite (<http://www.lebara.co.uk/football>), [www.lebara.co.uk/football](http://www.lebara.co.uk/football), will showcase the brand commercial as well as a film which explains how the ad was made. Fans can also create their own beat through an online app based on the commercial which can then be downloaded as a ringtone. Other promotions available include a 'Scratch & Win' promotion giving customers the chance to win merchandise including footballs, bandanas and whistles.

Yoganathan Ratheesan, CEO of Lebara Group stated: "We are proud to have partnered with George Weah and look forward to building our association with him. At Lebara, we are passionate about supporting activities, such as football, that are important to our customers. Our success is built on an in-depth understanding of our customers and our commitment to helping them stay closer to their loved ones through high quality, low cost products and services. We hope football fans will enjoy the latest TV ad which aims to entertain households as well as highlight some key Lebara Mobile offers this New Year."

George Weah spent 14 years playing professionally for England, France and Italy having started his football career in Liberia and was named FIFA World Player of the Year in 1995.

About Lebara:

Lebara is one of Europe's leading telecoms operators, enhancing the lives of migrant communities by providing high quality and low cost international calls (<http://www.lebara.co.uk/international-calls>), mobile products and services. Lebara provides Pay Monthly and Pay As You Go SIM cards (<http://www.lebara.co.uk/Pre-Pay-Cards>) as well as related services customised to serve the migrant

communities in seven European countries and Australia. In March 2011, it expanded its services by launching Lebara Money in the UK, a simple and secure MasterCard prepaid card, offering highly competitive exchange rates and no transfer fees for customers wishing to send money abroad.

In March 2011 the company maintained its position as the UK's leading MVNO, when it received awards for best Mobile Virtual Network Operator and Best Customer Service at the 2011 Mobile News Awards and more recently, the company picked up two new Customer Service Awards: best UK Customer Experience in Telecom Sector and best UK Customer Experience Team at the UK Customer Experience Awards.

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