



Vodafone UK media first delivering total coverage of major UK rail stations with Kinetic & Titan Outdoor

- *2 weeks national campaign at 16 Network Rail stations including London Waterloo, Manchester Piccadilly & Glasgow Central*
- *Starts 16th June as part of Vodafone UK's June's media and marketing campaign to spread the word on the benefits of mobile email and Internet*

16 June 2008 – Vodafone UK launches an exciting, unmissable outdoor media first in conjunction with Out of Home media agency Kinetic and Titan Outdoor. As part of a nation wide media and marketing campaign to promote email and Mobile Internet services, Vodafone UK will cover all 16 Network Rail termini stations around the UK. As advertising becomes increasingly fragmented, this is a reminder of the phenomenal impact Out of Home offers to a captive commuting audience.

Millions of commuters at stations including London Victoria, Charing Cross, Kings Cross and Edinburgh will move through a Vodafone world, from the moment they step on the train to when they arrive at key termini station, even when they transfer to the underground. The highly tailored campaign delivers key messages for each point in the journey showing how commuters can use the mobile internet as they travel.

The multi-media campaign includes 18 Transvision digital screens and other premium rail formats, such as Limelight, Highlight and Status, as well as high impact 48, 6 & 4 sheets. Experiential marketing is also prominent - a Vodafone Mobile Internet café is touring the stations, providing an interactive area allowing existing and potential Vodafone customers to find out more about setting up email and using mobile internet services.

The campaign was managed by Andrew Gibson and Priti Kara at Titan, and Adrian Skelton and Dee McVeigh at Kinetic Worldwide. OMD was the Media Agent.

Stephen Dunn, Titan UK Group Sales Director said:

"We are delighted to have worked with Kinetic to create this huge campaign for Vodafone. With our national network of giant high-impact Transvision screens, Titan rail campaigns reach a national broadcast audience when they're on the move and can't change the channel."

Adrian Skelton, Group Account Director at Kinetic said:

*"Due to the habitual nature of commuter journeys, creating a very **prominent** but focused OOH campaign will have a huge impact on commuters at key stages of their journey"*

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Photos are available upon request

Notes to Editors

About Titan Worldwide

Titan Worldwide is a full service, global media company specializing in Out-of-Home advertising. In the UK Titan has an impressive portfolio of contracts and partnerships (including Network Rail, ASDA, Morrisons, LendLease and Westfield) meaning that they are market leaders across the rail, digital, shopping malls and supermarkets sectors as well as having an impressive large format roadside estate. Adding Titan Bus to this enables us to deliver total outdoor solutions across the UK in a way none of our competitors can.

Titan Worldwide was founded in 2001 by advertising industry veterans William Apfelbaum, chairman, and Donald Allman, CEO, Titan Worldwide is the premier advertising sales organizations in the business.

Titan Worldwide provides sales, marketing, creative, research and maintenance of advertising on bus, rail, bulletins, roadside billboards, telephone kiosks, experiential opportunities, street banners, shopping malls, supermarkets and construction bridges. It also leads the way in the development and successful introduction of market leading digital platforms. Titan Worldwide furnishes global, national and local clients with creative media solutions in the world's top markets including the United States (New York, New Jersey, Boston, Chicago, Los Angeles, Philadelphia, Seattle and Minneapolis/St. Paul), Canada, The Republic of Ireland and the United Kingdom.

All of these opportunities come with Titan's commitment: to quality, servicing, investment in innovation, and providing a one-stop shop for fully integrated, relevant, outdoor solutions.

The company websites are: www.titanoutdoor.co.uk www.titanoutdoor.com

About Kinetic

Kinetic is the leading Out Of Home media agency, 50% owned by Kinetic management and 50% owned by WPP. Kinetic is led by global CEO, Eric Newnham and the Kinetic management team. Kinetic offers clients wide-ranging specialist expertise through its complementary service divisions, including Aviator, Immediate Intelligence, Destination Media Group and Hi Resolution. Kinetic employs over 900 professionals across 42 offices including the UK and US. The agency has global billings of US\$4.4 billion

www.kineticww.com