



Press release

Telefónica Ireland wins prestigious European Sponsorship Award for sponsorship of The O2 in Dublin

24th November 2011 – Telefónica Ireland, which operates the O2 brand, has won the European Sponsorship Association's (ESA) Business to Consumer award 2011, for its sponsorship of The O2 venue in Dublin.

Telefónica Ireland fought off strong international competitors, including, Aviva, British Gas, and Guinness International to claim the prestigious European award. ESA is one of a number of leading awards that the company has won for its sponsorship of 'The O2', including two All Ireland Marketing Awards for Best PR Programme for its launch in 2009 and Best Sponsorship Management & Activation in 2011.

Commenting on the win, the ESA judging panel said; "The team clearly took the sponsorship to another level over the past year, balancing O2's interests with those of music lovers, executing and evaluating the sponsorship to the highest of standards.

Telefónica Ireland has enhanced its sponsorship of The O2 in Dublin to ensure music lovers are offered better shared magical music experiences with their friends. O2 customers benefit from being offered Priority tickets to gigs in The O2 in advance of general sale, while 'Treats for The O2' was established as a partner programme, designed to provide special offers and discounts to customers and their friends at every stage of their journey to the venue.

In The O2 itself, there is a concierge service and two exclusive lounges for corporate and customer entertainment which can be used exclusively for O2 customers and their friends. All in-venue activities are hosted by the 'O2 Angels', a team of highly trained hosts who elevate customer experience by welcoming fans to the venue, and who surprise and delight customers with seat upgrades and access to the exclusive bars.

O2blueroom.ie engages customers in all things relating to music and The O2 on a daily basis; gig listings, exclusive content, and money-can't-buy competitions. Facebook and Twitter provide two-way communications channels generating customer participation. O2blueroom.ie also produces a series of live streamed gigs from The O2 which are available to watch live online. Artists whose gigs have been live streamed on O2blueroom.ie to date include: Imelda May, Pixie Lott, Republic of Loose and Westlife.

Commenting on the award, John Trainor, Managing Director of Onside Sponsorship, which is a leading specialist in sponsorship consulting, said, "With this award, Telefónica Ireland has clearly established itself as one of Europe's best sponsors and is helping to showcase the world class standards of sponsorship investment in Ireland today."

Jonnie Cahill, Telefónica Ireland's Marketing Director, added, "The ethos of this campaign was to bring our sponsorship of The O2 to life, and more importantly to offer music lovers the opportunity to share great music experiences with their friends. It is certainly achieving this and I'm delighted

that the creativity of the team involved in developing the campaign has been recognised on the global stage".

-ENDS

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Note to the Editor:

The ESA European Sponsorship Awards are held annually to celebrate sponsorship excellence across Europe. The categories for contention are: Business to Business, Business to Consumer, Business to Consumer Low Budget, Business to Consumer – Media, Business to Community, Business to Community Low Budget, Business to Employee, Rights Holder Award and the Multi-National campaign. Whilst the latter is designed to recognise excellence in campaigns that have reached a minimum of three European countries, the others are open to all projects, provided there is a focus within at least one European market.