

# Press Release



## **UPC introduces new vision and brand identity: 'Simply for Everyone'**

### ***Introduction coincides with new brand ambassador***

**Ireland, 04 May 2010 – Today cable and media company UPC is introducing a new company vision and brand identity to its customers and other stakeholders: 'Simply for Everyone'. These reflect the development UPC has undergone over the past five years and express the new way of thinking at UPC: delivering digital communication with simplicity and a human touch.**

With simple solutions and a human touch UPC aims to give everyone a place in the digital world, regardless of knowledge or skill set. To make this a reality, UPC has developed unrivalled offerings for customers through its 'tripleplay' portfolio of digital TV, broadband and home phone. We are a one stop shop for home entertainment and communication needs. With UPC, customers enjoy a simpler, better deal. We also promise to live up to its established reputation for offering world class customer service, value-for-money and innovation.

The new brand identity will be launched by UPC's new brand ambassador Craig Doyle. Over the course of the media campaign planned for the year Craig will demonstrate the benefits of UPC services and introduce what the new brand will mean for consumers.

In the first ad to be shown today viewers will share with Craig in the experience of UPC's Fibre Power Broadband and Home Phone services. Promoting Fibre Power 5Mb and Home Phone with Free calls to Local, National and International destinations all for just €35.00 a month, saving the customer over €140 a year.

### **Rhona Bradshaw head of marketing of UPC said:**

"The re-branding isn't just about a logo change it's about a new vision. It's about the new way we operate, as well as anticipating the fast-changing communication needs of our customers. We realize that the world is changing rapidly, with new technologies giving us ever more choice.

"We are launching the most innovative and exciting entertainment and communication brand in Ireland so it's only fitting that we've enlisted the help of a well known personality. Craig is a great fit

for our brand because he also believes in taking simple, straightforward, non-technical approaches to life and is the perfect partner to help us take the complexity out of technology as we communicate with our customers.

“The campaign has been created by Irish International. The Agency Producer was Grainne O’Driscoll, the Creative Team were Eoghan Nolan, Kevin Leahy & Aidan Dowling. Produced by H2 Films and Directed by Johnny Maginn. The media planning partner is Carat.”

## **About UPC**

UPC is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit [www.upc.ie](http://www.upc.ie)