

news release



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14 May 2014

Vodafone challenges people around the world to do something remarkable for the first time

- *Pitch Your First* initiative to encourage everyone to pursue a life-changing experience or a life-long dream
- Research amongst 10,000 people in 10 countries, including Qatar, reveals a startling range of ambitions to do something amazing for the first time, from experiencing zero gravity and stroking tigers to shoe shopping with Oprah Winfrey
- *Lifies* video clips to capture individual moments of joy, pleasure and surprise as people achieve their *First*

Today, Vodafone is calling upon everyone in Qatar to join www.firsts.com in order to turn one of their dreams into a reality. Vodafone is offering people across 10 countries, including Qatar, the opportunity to *Pitch Your First* – a new Vodafone *Firsts* initiative to encourage everyone to do something remarkable for the first time, with mobile technology playing a role in bringing the experience to life. People who have a compelling *First* idea will be able to share their ambitions at www.firsts.com. Vodafone judges will select the best proposals from 10 shortlisted finalists in each country: the shortlist will then be put to an online public vote, with one winner in each market seeing their dream become a reality.

Vodafone has also commissioned research across 10 countries asking more than 10,000 people what would be their dream first experience. The answers range from the emotionally moving to the downright bizarre, including possessing magical powers and riding an ostrich. In Qatar, answers included a trip to Mekkah, KSA; travelling the world; piloting a jet; skydiving; starting one's own business and owning a home.

Vodafone Group Brand Director Barbara Haase said: "Since we created Vodafone *Firsts*, we've seen great examples of the excitement and joy that people experience when they do something amazing for the first time and use mobile technology to

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share those moments with family, friends, and the world. Our new *Pitch Your First* initiative will expand *Firsts* even further, and we look forward to helping people turn great ideas into great experiences.”

As part of the *Pitch Your First* launch, Vodafone has announced a series of new *Firsts*, including:

- an audience in Berlin playing with Booka Shade as the audience’s smartphones became part of a unique performance in Booka Shade’s ‘First Orchestra of Phones’;
- a group of people in the Netherlands achieving their dream as they take their first hot air balloon ride, sharing the experience with family and friends over mobile with the encouragement of Dutch grandmothers An & Ria – the stars of a *Vodafone First* in April 2014 when they took their first flight; and
- an emerging artist or band winning the opportunity to play their first-ever stadium show in front of 80,000 people at Wembley Stadium. Footage of their performance will be crowd-sourced from audience smartphones to create a unique music video.

Vodafone is also encouraging people to video their own reactions using a smartphone or tablet front-facing camera as they achieve something amazing for the first time. These short videos – capturing the joy, surprise and excitement at the exact moment in someone’s life when they achieve something amazing for the first time – are what Vodafone calls *Lifies*.

Lifies capturing the expressions of 53 people as they experience their *First* – including a 69-year-old man riding a zip-line, a young boy riding a horse, a couple seeing the first scan of their unborn child and a man conducting an orchestra – will be projected onto iconic buildings around the world.

To find out more about *Pitch Your First*, including information on the entry terms and conditions, visit www.firsts.com

For more information, contact:

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Note to Editors

* Vodafone *Firsts* is a social media-led consumer engagement programme that inspires and celebrates people doing remarkable things for the first time. The *Firsts* programme has already helped surfer Tom Lowe ride his first 40ft wave in Mexico's Todos Santos, Dutch grandmothers An and Ria take their first-ever flight and Olympic Boxer Mary Kom help women in India learn self-defence techniques.

Further details of Vodafone Firsts can be found at:

<http://www.vodafone.com/content/index/media/vodafone-group-releases/2013/vodafone-announces-vodafone-firsts-new-global-brand-engagement.html>

About *Vodafone Firsts*

Vodafone *Firsts* is Vodafone's global brand programme, activated across the world from 2014. A social media-led programme, Vodafone *Firsts* is about inspiring people to do something remarkable for the first time using mobile technology. Vodafone began by recruiting a series of inspirational people to help them achieve their *Firsts*. Vodafone is also asking consumers what they would like to do for the first time, helping to make their ambitions a reality.

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