

Advertised brand: NOS

Advert title: Facebook Friends

Headline and copy text: “The Future is to be connected”

Advertising Agency: Havas WorldWide Lisbon, Portugal.

Agency website: <http://www.havasww.pt/pt/trabalhos/331>

Creative Director: José Vieira and Paulo Pinto

Art Director: Rita Neves

Copywriter: Tiago Vital

Head of Marketing and Communication: Hugo Figueiredo

Communications Manager: Isabel Milheiro Costa

Brand Manager: Barbara Carvalhosa

Cost controller: APP Production Partners (Jaime Graça)

Account Supervisor: Inês Lopes

Contact: Filipa Sapeira

Director: Paco

Cinematography: Andre Szankowski AIP/AFC

Executive Producer: Inês Ferreira

Post-Production: La Huella

Editor: Marcos Castiel

Sound Studio: Som de Lisboa

Music: Queen “Don't Stop Me Now”

Published: Portugal, July , 2015

Short rationale:

“The Future is to be connected” and NOS knows that better than anybody else. That is why they have created the perfect plan (and the perfect Robot), that will HELP us to be connected any time we need.

The film is part of a large campaign that NOS the biggest Portuguese telecommunications company is launching this summer.

It's a campaign that is going to be on Television, cinema, outdoors, radio and press.

The tv campaign wants to show how NOS (in the film represented by the Robot) can help us all in all the different situation. With this new summer campaign, everyone can enjoy the new packages of prices and solutions (200MB and 500minutes and text messages only by 9,9€ month).