

TELE2 AND INDIE AMSTERDAM MAKE A CAMPAIGN WITH DE JEUGD VAN TEGENWOORDIG

Elderly active via mobile internet

Amsterdam, April 19th -, Today sees the launch of the newest campaign Tele2, 'De Ouderen van Tegenwoordig' (The Elderly of Today). INDIE Amsterdam has set up a collaboration with the brand and Dutch hip-hop group 'De Jeugd van Tegenwoordig' (The Youth of Today). It's the first time that the hip-hop group has been in a commercial together. In the commercial, the group members have been aged 40 years to show that 'The Elderly of Today' are online just as much as youngsters. Mobile internet is not only for youngsters anymore. The campaign is a follow-up to the existing mantra 'Not Because I Have To. But Because I Can'. This mantra is set to run via: TV, cinema, OOH, radio and online.

Although the rappers have been aged forty years with masks and special effects, they stay just as quirky and rebellious, and always attached to their phones. In the commercial 'The Elderly of Today' watch and share what they want, whenever they want. Whether it's cooking programmes on the golf course or cat videos during a game of bingo. Everything is possible with the lightning speed 4G-network of Tele2.

Cilesta van Doorn, Managing Director Brand & Communications bij Tele2: In november 2015 Tele2 started a data revolution in The Netherlands. Literally with a different sound, a different face and a different message. We're showing how to get the most out of your day and mobile with our brand new 4G-network. The special things, but also the normal things like, everyday Facetiming with you pensionado- friends at the Costa. With the power of our mantra and the catchiness of our music we created a beautiful follow up of our first campaign. We offer data as much as one likes, for everybody."

Creative Directors Rogier de Bruin en Emilio de Haan, INDIE Amsterdam add: "Tele2 is for the young and old. We bring these groups together by showing the 'Youth of Today' as the 'Elderly of Today'. We're really happy with their work. Now we know how we want to grow old. Like them, but with better hair."

De Jeugd van Tegenwoordig (The Youth of Today); "This was a great opportunity to be part of a hysterical campaign of a brand that gives everybody the chance to drown themselves in the Internet, for the rest of their lives. And finally, we know how our faces will look once our bodies have become as sour as our characters. We thought about the styling and, of course, the music and lyrics are our own. We're very proud of this result."

INDIE Amsterdam and Tele2 got rewarded with four ADCN Awards in 2016 for their campaign 'Niet Omdat Het Moet' ('Not Because I Have To. But Because I Can').

TELE2 INDIE

About INDIE Amsterdam

INDIE Amsterdam is an independent creative agency with a 'Yes, and...' mentality and a belief that creativity powers enthusiasm. INDIE combines this with a high level of service, to bring commitment and excellence to everything it does.

Founded in 2008 by Lode Schaeffer. The agency works with international brands such as Heineken, Microsoft, Sportlife, Amstel and Tele2.

Its work has received more than 80 awards over the years, from leading creativity festivals including Cannes Lions, Eurobest, Esprix, ADCN Lampen, Effies and Spin Awards.

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