



PRESS RELEASE

16 / 05 / 2014

“HÁ MAIS EM NÓS” CAMPAIGN

JOURNEY THROUGH THE IMAGINARY SHOWS THAT TOGETHER WE ARE BETTER

The concept that together, with access to other people and contents, we are better, joins with the energy of the music of Queen, “Don’t stop me now”, and thus is born the launch of the NOS campaign, the new brand arising from the merger between ZON and OPTIMUS.

After the teaser phase, and since the 12th of May when “Há mais em nós” (There’s more to us) became the claim, NOS arrives in Portuguese households with a message of enthusiasm and joy and focused on the contents that are the mirror of its sales offer.

International production

Filmed in three cities - Bucharest, London and Lisbon – the campaign was designed by the advertising agency Havas, produced by the Ministry of Films and with media planning by Arena. The spot takes us on a journey through the imaginary world of television and cinema, bringing together various scenarios of this and other worlds.

The journey ends at the mythical Queen concert at Wembley Stadium at which the main character of the campaign joins Freddy Mercury at the 1986 concert that was part of the Queen’s Magic Tour.

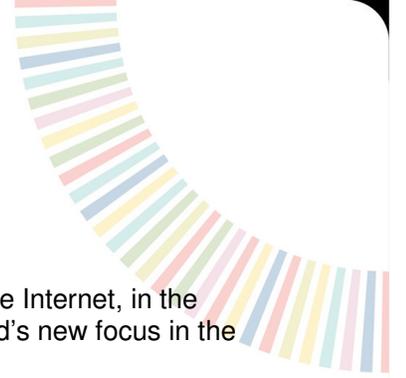
Há mais
telemóvel
em nós



The campaign has two variations of a television spot with integrated productions of product content on the programmes “Vale Tudo” on SIC and “Rising Star” on TVI.

On TV, radio and in the press, mupis and cinema, the new NOS will be on air for seven days, and will continue in the homes of around 1.5 million customers and outside the home in more than 200 cinemas.

“Don’t stop. When you bring together the best friends with the best films, the best drama series with the best music, you will have more. More to discover, more to share, more to live life.



There is more when we are together. On television, on the mobile phone, on the Internet, in the cinema. Don't stop, THERE'S MORE TO US." This is the signature of the brand's new focus in the Pay TV market.

The best communications and entertainment services, distinguished by the award of various national and international prizes, for the home, for companies, for outside the home, for me and for family and friends, bring together millions of Portuguese people and prove that "Há mais em NOS" (There is more to US)!

The campaign in numbers:

- 3 countries: Portugal (Lisbon), Romania (Bucharest + Castel Film Studios) and England (London)
- 9 days of filming
- 500 extras
- 120 technicians
- 24 thousand kilometres covered while filming

Technical Details

Executive Producer – Alberto M. Rodrigues
Director – Marco Martins
Director of Photography – Carlos Lopes - aka – Cacán
Art Director - Wayne dos Santos
Production Managing Director – Celina Morais
Assistant Director – João Pinhão
Production Secretaries– Matilde Silveira / Rita Simão
Wardrobe - Isabel Carmona
Make Up / Hair / Characterisation – Antónia Rosa / Maisie Duff
Plateau Assistance – João Madeira
Chief Electrician – João Alves – aka – Joca
Chief Driver – Paulo Miguel Rosa
Steady-Cam – Chiqui Palma
Research / Making of – João Cartaxana / Leone Niel
Post Production Manager – Duarte Ribeiro
Colour Correction – Simone Gratarolla
Editor – Marco Miguel
Post-Production – Ingreme
Audio - Inglaterra
Music - Queen
Speaker-José Neves
Actors- Sussana Giaroli / Brendon Ruck

About NOS

We are the biggest communications and entertainment group in Portugal.

We can be trusted

We are leaders in pay TV, in latest generation broadband and in cinema distribution and exhibition. We have more than 3.2 million mobile phone customers, around 1.5 million television customers, 1.5 million fixed telephone customers and 927 thousand broadband Internet customers.

We have everything for everyone

Latest generation television, the fastest Internet, unlimited fixed and mobile phone, a fibre network that reaches more than 3 million homes, mobile 4G with coverage of 90% of the Portuguese population, and free Internet at more than 600 thousand hotspots in Portugal and 12 million across the world.