



Virgin Mobile brings 'A Fair Go For All' to life

To celebrate the launch of 'A Fair Go for All', Virgin Mobile treated unsuspecting moviegoers to a night at the movies.

'Hoodie' wearing supporters of Robin da Hood (a modern day version of the 15th Century hero) were on hand in cinema foyers to give away free movie and candy bar vouchers as people exited sessions at selected cinemas.



"Virgin Mobile felt Cinema was the perfect environment to bring 'A fair Go For All' (our new brand campaign) to life... to support our on-screen campaign we decided to also do in-foyer activations with staff handing out free tickets and candy bar vouchers to cinema-goers.

We thought it was only fair this movie visit was on us! This also coincided with the launch of the final Harry Potter instalment so it was definitely the perfect time to reach a large audience and to communicate Virgin Mobile's 'A Fair Go for All' message."

Sheridan Boggiano - Brand Manager, Virgin Mobile Australia

