

Media release

BoB: yallo is more.

Zurich, January 24, 2022 – *Simple, reliable, fast, awesome. The new umbrella campaign by Wirz and Webrepublic makes it clear that yallo has more to offer than just low-cost mobile subscriptions.*



The Sunrise-UPC brand yallo has developed into a full-service provider that leaves nothing to be desired with mobile, Internet, and TV. In the general perception, however, yallo is still primarily associated with "cheap mobile subscriptions." The new umbrella campaign, which was created by Wirz and Webrepublic in the collaboration mode BoB – Best of Both – is now intended to change this because yallo is still cheap, but it's also much more than that.

For this purpose, the two agencies have created the long-term communicative platform "yallo is more." The corresponding multichannel campaign, which shows loudly, colorfully, and lightheartedly what yallo offers, is just as direct and straightforward as the motto.

A TV spot and a series of online films that not only illustrate yallo's entire range of services, but also describe the brand experience with a slight wink, are at the center. The films are flanked by various OOH and print subjects, display ads, and social media measures, which proclaim that yallo is simply more.

To ensure the interplay of the diverse online and offline measures and to optimally coordinate creation and media, Wirz and Webrepublic merged idea development, media strategy, and technical implementation right from the start. The campaign will run from the end of January and will be in action in two waves until spring.

About BoB by Wirz and Webrepublic

BoB - Best of Both - is the unique collaboration of two leading agencies in the Swiss market: Wirz and Webrepublic combine creative brilliance with digital expertise and offer full service from a single source with BoB. BoB is a game changer that links media, technology, strategy, and creation right from the start. BoB makes advertising better and more efficient. <https://www.bobworks.ch/en/>

Responsible at yallo:

Christoph Richartz (Chief YOL Officer), André Hodel (Senior Director Growth & Brand), Maike Büchler (Senior Marketing & Communications Manager), Mariangela Coco (Head of Acquisition Marketing and Web Analytics).

Responsible at BoB:

Jan Kempter, Katja Martinello, Manuel Ritsch, Marcus Josty, Yannick Schaller, Zara Velchev (Creation); Erasmo Palomba (Agency Producing); Fabian Nold, Janna Löhr, Julia Treudler, Nico Keramaris, Simone Jehle (Consulting); Eliane Müller, Marleen Diener, Fabio Calise (Strategy); Eros Montagnini, Rahel Signer, Thomas Peller (Media Realization); Erika Berardi, Lena Hering (Media Planning Online); MYGOSH (Film Production); Lamar Hawkins (Executive Producer); Kinki Factory (Directors); Pedro Triviño & Guillermo Aliaga (Directors); Ulrich Kirchner & Daniel Harder (Producers); Oriol Colomar (Director of Photography); Run Zebra Run (Post Production Video); Music: Pickle Music, Madrid, Bloop (Post Production Audio). Mediatonic (Media Planning Offline); Marco Rose (Co-Owner & Head of Strategy) Cédric Zwicky (Media Planner).