

## Press Release

Renens, 28.08.2017

### **Salt's new back-to-school advertising spot imagined by award-winning short film director**

It's back-to-school time and with the new academic year just around the corner, Salt's new TV spot is being aired for the first time today featuring a fast motion sequence in rewind telling the story of the emotional rollercoaster experienced by young lovers. The TV spot promotes Plus Swiss Young currently available at CHF 39.95 instead of CHF 49.-.

Fabrice Brisotto, student at the Geneva School of Economics and Management (GSEM) and winner of last year's «Show Me Your Mobile» video contest, imagined and directed Salt's back-to-school spot. The shooting took place in Geneva under the auspices of T rence Spagnolo, a young Swiss filmmaker and graphic designer. The almost 20 seconds long clip illustrates the importance of modern means of communication for teenagers and young adults when it comes to networking and staying in touch.



*Three students are reading a WhatsApp message during the filming of a scene of Salt's latest back-to-school spot.*

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A. Schönenberger, CEO Salt Mobile: «Generation Z emerged in the mid-90s without ever knowing the time without internet or mobile telephony. It is now its turn to enter our universities and set new standards in many areas, in particular, in communication. With this inspiring advertising spot, Salt is delighted to support the creativity of young Swiss talents by means of providing them with a national platform.»

The Salt product line consists of personal, straightforward and efficient flat rate subscriptions such as Plus Swiss at CHF 59.- and Plus Europe at CHF 89.- as well as the Young offering.

Visit Salt's Youtube channel to watch the spot by Fabrice Brisotto and TERENCE Spagnolo:  
[youtube.com/SaltSwiss](https://www.youtube.com/SaltSwiss)

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[twitter.com/Saltmobile\\_DE](https://twitter.com/Saltmobile_DE) or [twitter.com/Saltmobile\\_FR](https://twitter.com/Saltmobile_FR), [youtube.com/saltswiss](https://www.youtube.com/saltswiss)

About Salt Mobile SA: With Plus (Start, Basic, Swiss, Europe, World), Young and Surf, Salt offers personal, straightforward and efficient flat rate subscriptions for everyone. Salt's mobile network has been rated "very good" by Connect magazine and in a study performed by SIQT in 2017, its customer service was given the mention "best customer care" for both the pre- & postpaid category. At up to 300 Mbps and no extra costs, Salt customers can surf on the fastest available internet connection (4G+) – without any speed or volume limitations. Salt Mobile SA in figures: 1.203 million postpaid customers (as of 31/12/2016), 87 Salt Stores and 4G coverage of 97% of Switzerland's population. Salt Mobile SA is fully owned by NJJ.