

The background features a blue gradient with various wireframe graphics. At the top, there are several speech bubbles of different sizes. Below them, a large globe is depicted with a grid of latitude and longitude lines. To the right, several mobile phones are shown in a fan-like arrangement. At the bottom, there are more complex wireframe structures, including what looks like a network diagram and a hand holding a device. The overall aesthetic is digital and futuristic.

2012 Advertising Campaign

ELEMENTS

Elements

At the heart of the campaign there are the four natural elements - earth, air, water and fire- that thanks to direct and mutual connections give life and shape to the entire world.

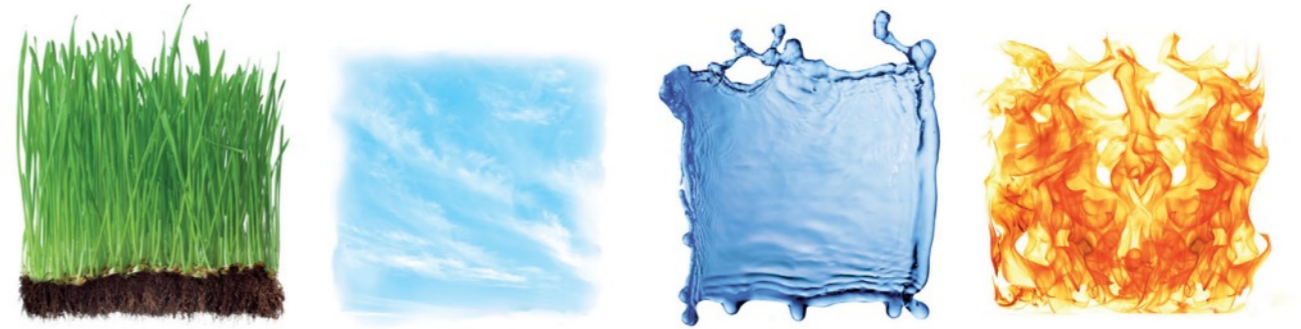
Each element, associated to one of the four clusters of products, represents one of Sparkle's values and creates a strong connection between product and individual, further humanizing Sparkle's technology and offer.

The objective of the campaign is to consolidate Sparkle's leadership in the international market by focusing on the services offered and supporting core values of reliability, flexibility, efficiency and innovation.

The creativity adopts an innovative communication style which aims at humanizing our products and approaching our target with an original and captivating message.

The communication strategy adopted represents the opportunity for Sparkle to continue to express its DNA of a modern, dynamic, trade and customer oriented company. Sparkle is able to state that enhancing, improving, and growing its customers' business is in its nature: "Our nature, enhancing your business".

Press



OUR NATURE, ENHANCING YOUR BUSINESS.

 **SPARKLE** / **VOICE**
SOLUTIONS

 **SPARKLE** / **MOBILE**
SOLUTIONS

 **SPARKLE** / **IP&DATA**
SOLUTIONS

 **SPARKLE** / **CORPORATE**
SOLUTIONS

We carry the most sophisticated communications worldwide and we offer customized high quality services. Discover a complete range of Voice, Mobile, IP&Data and Corporate Solutions designed for your business.

 **SPARKLE**

TELECOM ITALIA GROUP

www.tisparkle.com

SHAPING NEW CONNECTIONS



ADVANCED MOBILE SOLUTIONS
ARE AS ESSENTIAL
AND EVER-CHANGING AS AIR.
INSPIRE YOUR BUSINESS.



OUR NATURE, ENHANCING YOUR BUSINESS.

We provide a distinctive portfolio of customized solutions designed to increase mobile coverage, usage and enable new ventures.



TELECOM ITALIA GROUP

SHAPING NEW CONNECTIONS

www.tisparkle.com



LEADING DATA SOLUTIONS
ARE AS FLEXIBLE
AND ADAPTABLE AS WATER.
MAKE YOUR BUSINESS FLUID.



OUR NATURE, ENHANCING YOUR BUSINESS.

Access any content on the Internet with our secure global IP connectivity services, expand your reach through our high-performance IP MPLS and managed bandwidth solutions.



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INNOVATIVE CORPORATE
SOLUTIONS ARE AS ENERGETIC
AND DYNAMIC AS FIRE.
EMPOWER YOUR BUSINESS.

 **SPARKLE** / **CORPORATE**
SOLUTIONS

OUR NATURE, ENHANCING YOUR BUSINESS.

Innovation, convergence, flexibility, quality, cost efficiency and global coverage. We provide a complete portfolio of international services for multinational enterprises.

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EFFECTIVE VOICE SOLUTIONS
ARE AS SOLID AND
PRODUCTIVE AS EARTH.
GROW YOUR BUSINESS FASTER.

 **SPARKLE** / **VOICE**
SOLUTIONS

OUR NATURE, ENHANCING YOUR BUSINESS.

We offer worldwide voice capabilities to Carriers, Mobile Operators and Service Providers, combining network reliability, competitive pricing and dynamic routing solutions.

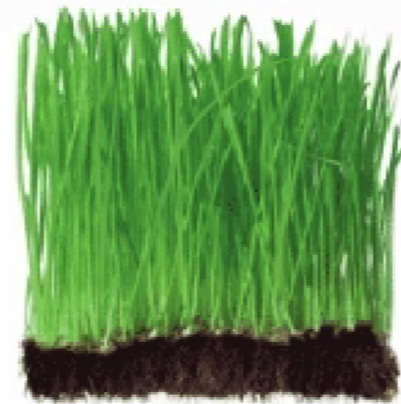
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Web



EFFECTIVE VOICE SOLUTIONS ARE AS
SOLID AND PRODUCTIVE AS EARTH.





Financial Times Cover Wrap

SPARKLE | VOICE SOLUTIONS

GIVING VOICE TO EVERYONE.



- SPARKLE | Best Voice Transit
- SPARKLE | Mobile Voice Transit
- SPARKLE | W.A.V.E. Voice Outsourcing
- SPARKLE | IPX
- SPARKLE | Prepaid & Ethnic Services
- SPARKLE | International & Universal Toll-Free Service
- SPARKLE | ISDN Transit

SPARKLE | MOBILE SOLUTIONS

YOUR WORLD, EVERYWHERE.



- SPARKLE | Global Signalling
- SPARKLE | ITU/ANSI Conversion
- SPARKLE | Net2Mobile GRX
- SPARKLE | IPX
- SPARKLE | SMS Hub
- SPARKLE | MMS Hub
- SPARKLE | SMS Transit
- SPARKLE | SMS Bulk Report
- SPARKLE | SMS Anti Fraud
- SPARKLE | Outbound Roaming Solution
- SPARKLE | Roaming Traffic Redirector
- SPARKLE | Roaming Hub
- SPARKLE | Roaming Consulting
- SPARKLE | Smart Call Checker
- SPARKLE | Short Codes Translator
- SPARKLE | Roaming Performance Viewer
- SPARKLE | Border Roaming Redirector
- SPARKLE | Proxy Location Register
- SPARKLE | Welcome SMS

SPARKLE | IP&DATA SOLUTIONS

RIDE THE WAVE OF THE IP AND DATA CONNECTIVITY REVOLUTION.



- SPARKLE | Seabone
- SPARKLE | Virtual NAP
- SPARKLE | LAN2LAN
- SPARKLE | City2City
- SPARKLE | Country2Country
- SPARKLE | Restoration

SPARKLE | CORPORATE SOLUTIONS

SUPPORTING YOU TO SERVE YOUR CORPORATE CUSTOMERS.



- SPARKLE | Carrier MPLS
- SPARKLE | Site2Site
- SPARKLE | IP-VPN Suite
- SPARKLE | Full Outsourcing
- SPARKLE | Corporate VoIP
- SPARKLE | Corporate Mobility
- SPARKLE | Corporate Video
- SPARKLE | Cloud Solutions

FINANCIAL TIMES

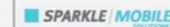
OUR NATURE, ENHANCING YOUR BUSINESS.



EFFECTIVE VOICE SOLUTIONS ARE AS SOLID AND PRODUCTIVE AS EARTH. GROW YOUR BUSINESS FASTER.



ADVANCED MOBILE SOLUTIONS ARE AS ESSENTIAL AND EVER-CHANGING AS AIR. INSPIRE YOUR BUSINESS.



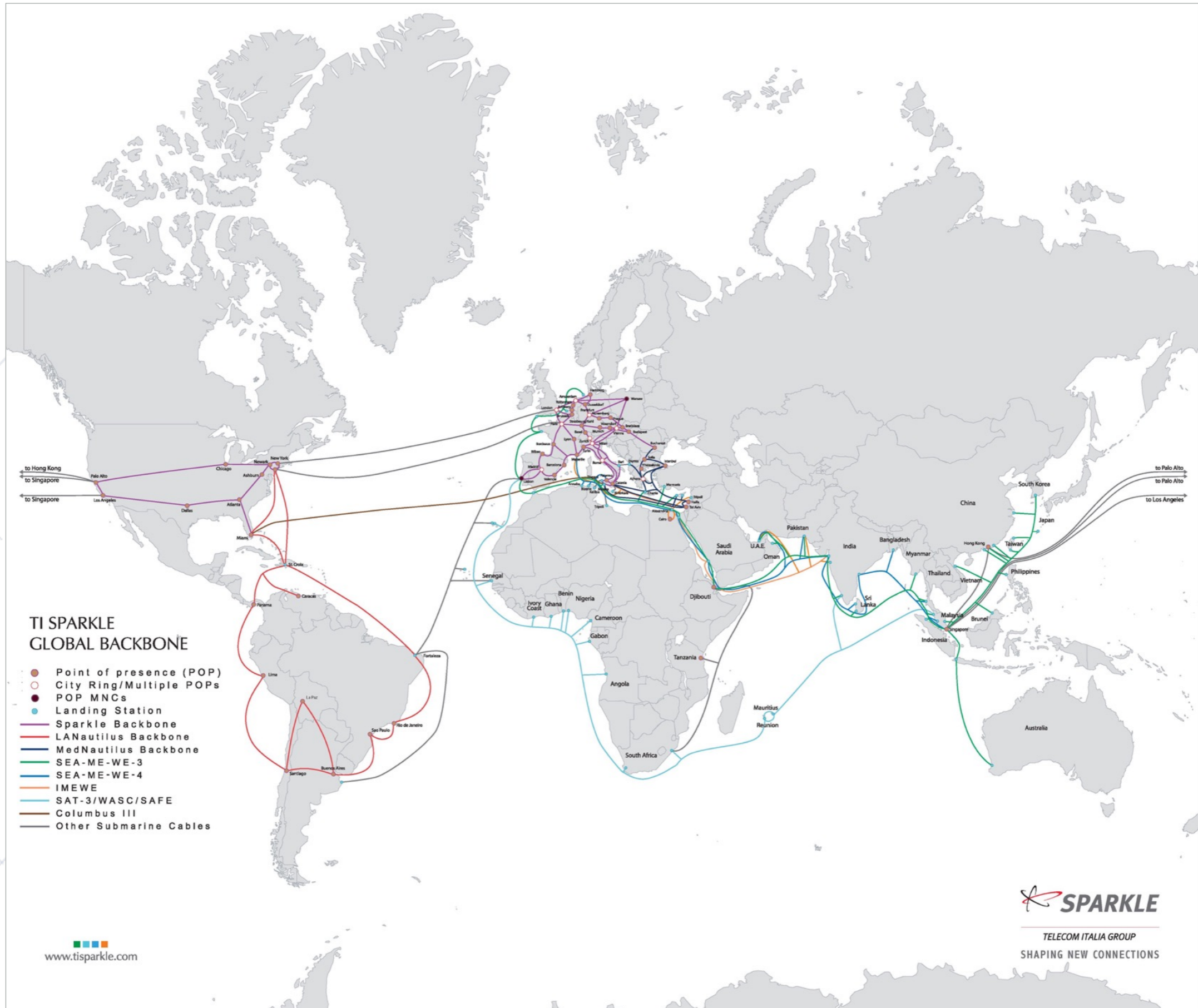
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Wall Street Journal Cover Wrap

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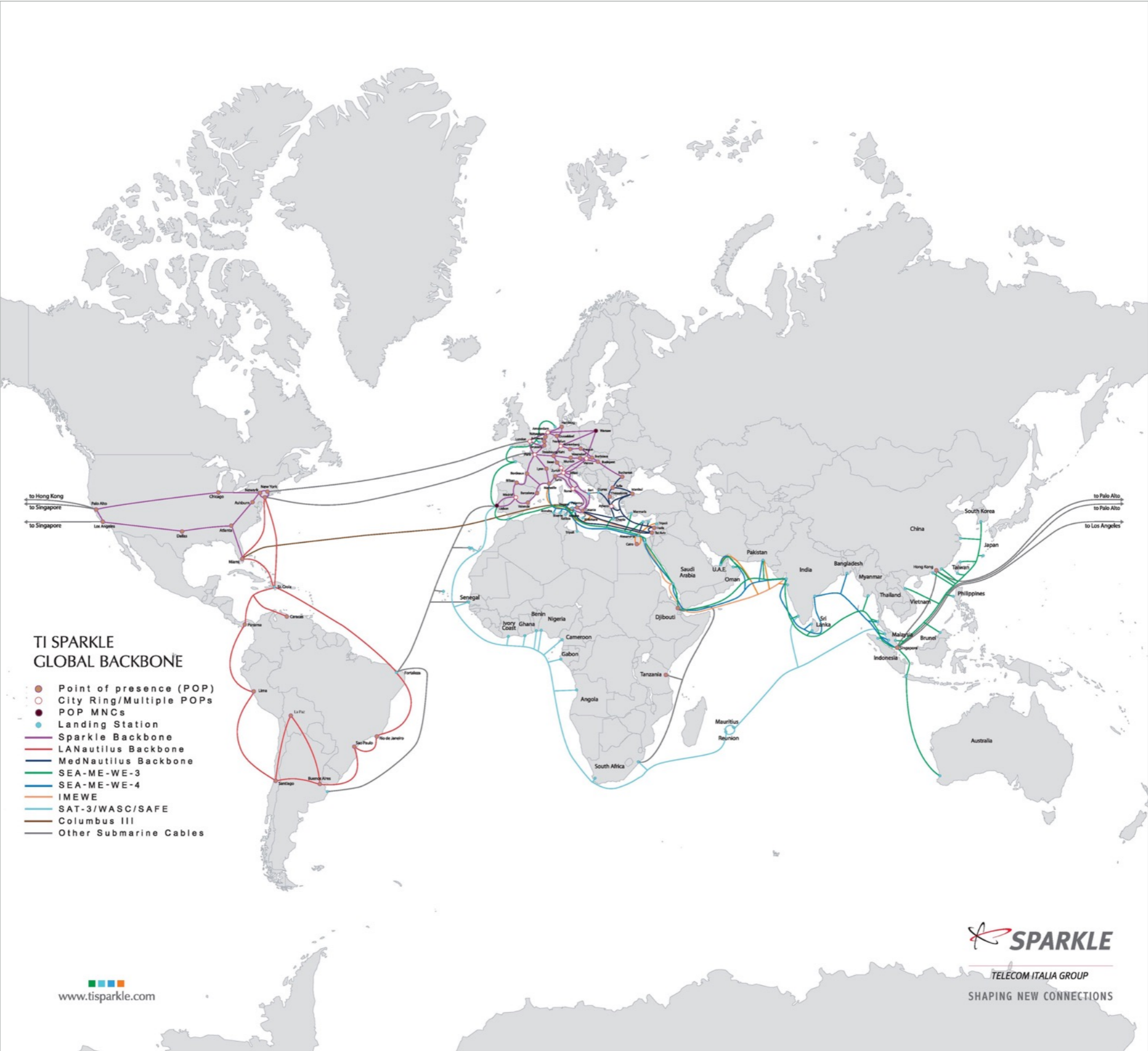
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SHAPING NEW CONNECTIONS



**TI SPARKLE
GLOBAL BACKBONE**

- Point of presence (POP)
- City Ring/Multiple POPs
- POP MNCs
- Landing Station
- Sparkle Backbone
- LANautilus Backbone
- MedNautilus Backbone
- SEA-ME-WE-3
- SEA-ME-WE-4
- IMEWE
- SAT-3/WASC/SAFE
- Columbus III
- Other Submarine Cables

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Taxi Chicago





Corporate video

<https://youtu.be/1uqc3Aap02w>