

The background is a deep blue with a complex, abstract digital pattern. It features a central glowing point from which concentric circles and a grid of dots radiate outwards. Various wireframe shapes are scattered around, including a large cloud-like form on the left, a cluster of spheres at the top, and several mobile phones on the right. At the bottom, there are wireframe representations of a hand and a wrist.

2012 Advertising Campaign

# ELEMENTS

# Elements

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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.

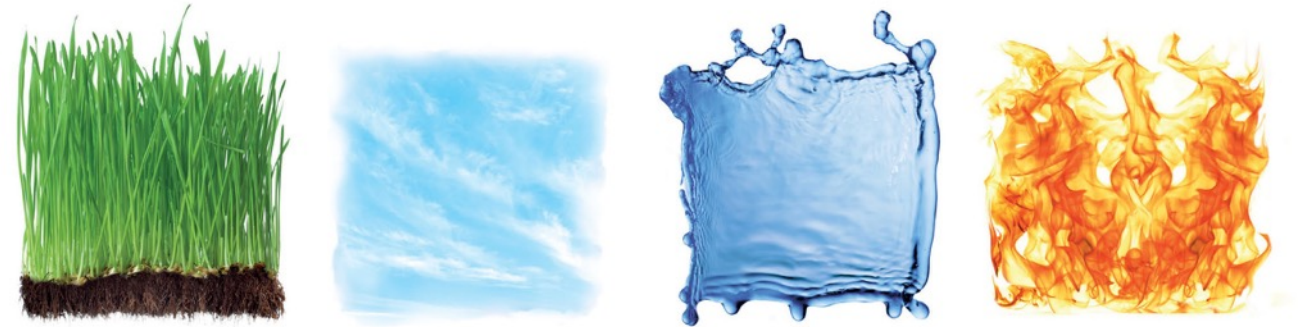
The objective of the campaign is to consolidate Sparkle's leadership in the international market by focusing on the services offered and supporting core values of reliability, flexibility, efficiency and innovation.

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](http://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.

[www.tisparkle.com](http://www.tisparkle.com)



TELECOM ITALIA GROUP

SHAPING NEW CONNECTIONS



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.

[www.tisparkle.com](http://www.tisparkle.com)



TELECOM ITALIA GROUP

SHAPING NEW CONNECTIONS





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



## 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.



TELECOM ITALIA GROUP

SHAPING NEW CONNECTIONS

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



## 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.



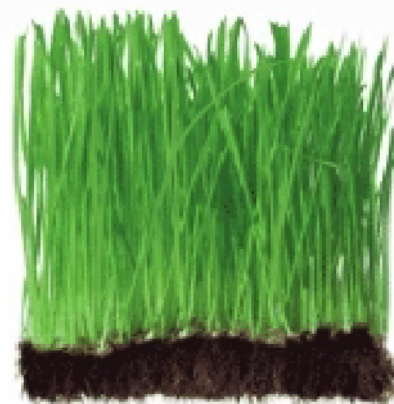
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# Web

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▶ EFFECTIVE VOICE SOLUTIONS ARE AS  
SOLID AND PRODUCTIVE AS EARTH.

To play the video, download the PDF file  
and make sure Flash Player is installed on your device.



# Financial Times Cover Wrap

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## 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

www.tisparkle.com

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SHAPING NEW CONNECTIONS

# FINANCIAL TIMES

OUR NATURE, ENHANCING YOUR BUSINESS.



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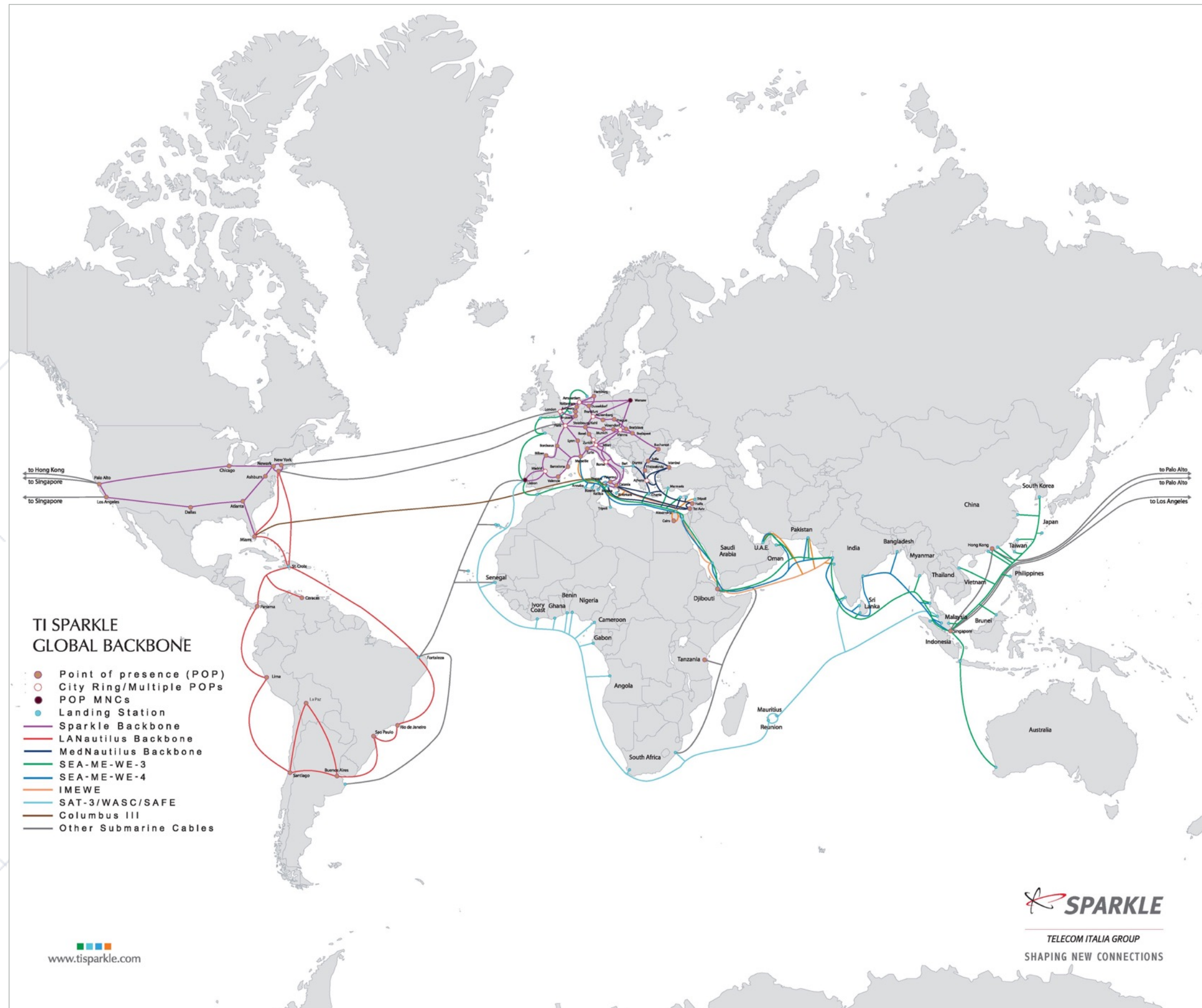
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# Wall Street Journal Cover Wrap

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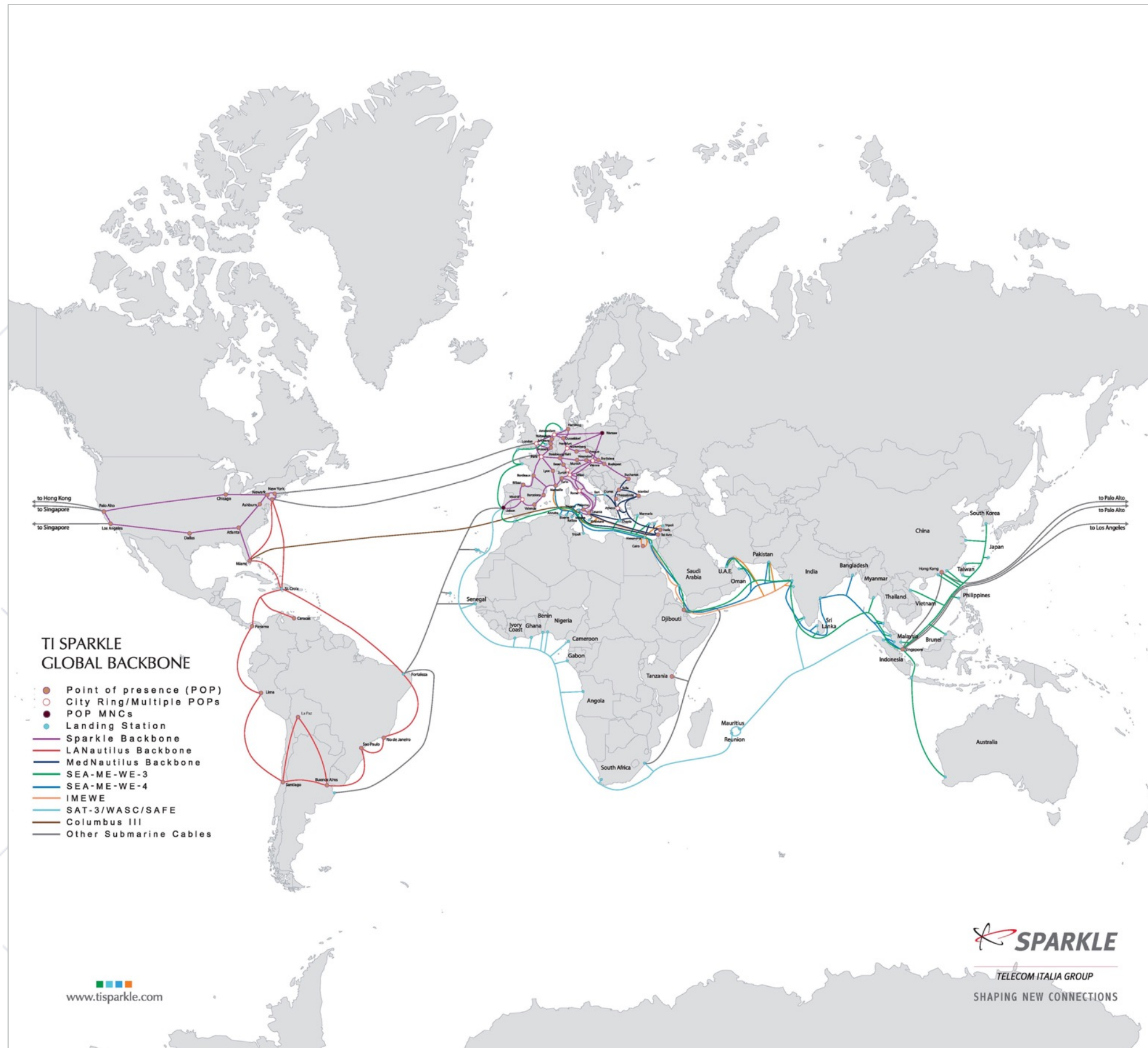
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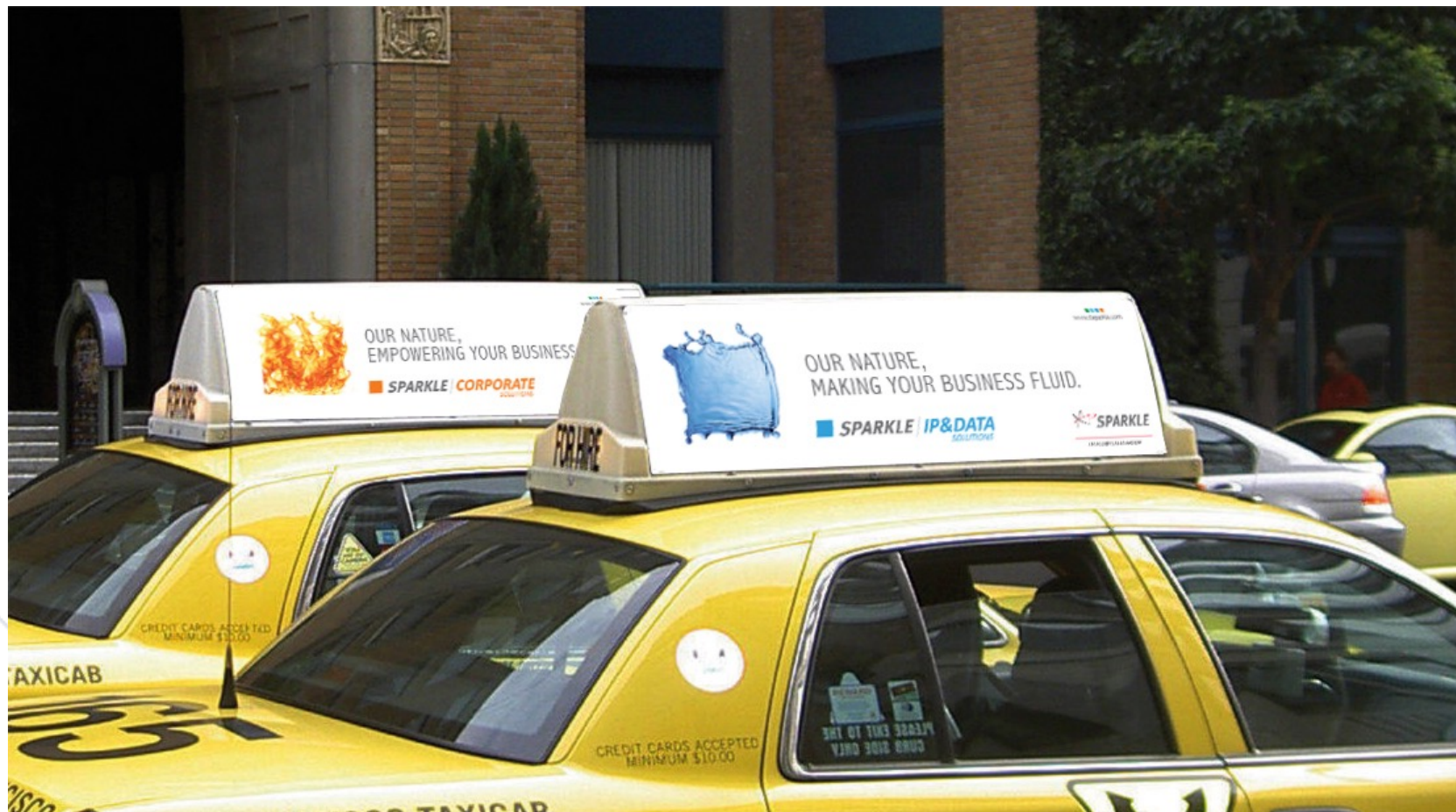




# Taxi Chicago

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# Corporate video

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

