



Break Free from traffic with TomTom's global integrated marketing campaign

~ Traditional, online and real-world marketing activities unite – encouraging people worldwide to Break Free from traffic with TomTom HD Traffic ~

Amsterdam, 24 May 2011 – Today, TomTom launches "Break Free" – an integrated marketing campaign. The campaign aims to encourage people around the world to break free from traffic jams with TomTom's market-leading HD Traffic service.

The TomTom Break Free campaign will utilise a breadth of marketing activities to create a truly integrated campaign. It will span traditional media via radio and PR; social media apps and competitions; online, with advertising and a dedicated microsite featuring user-generated video content; and real-world activities including in-store promotions and stunts.

"Through this truly integrated campaign, we aim to show everyone how TomTom's revolutionary HD Traffic service can help them break free from traffic," says Corinne Vigreux, Managing Director, Consumer at TomTom. "The campaign will engage people on lots of different levels and via multiple touch points, with competitions, exclusive online content and opportunities to win great prizes."

TomTom has acquired the rights to use the classic Queen song "I Want to Break Free" as the anthem for the whole campaign. At launch, TomTom will release exclusive Break Free branded comedy written and performed by John Cleese. All Break Free video content, including unique renditions of I Want to Break Free performed by people stuck in traffic, will be available on TomTom's Facebook pages.

Sing, win and Break Free

A core part of "Break Free" is a 'karaoke' competition. Using an easy app for iPhone, people can record a video of themselves singing "I Want to Break Free", and share it online. The most popular videos judged by an expert panel can win a Renault car.

Star in your own Break Free music video

"Break Free Yourself" is a Facebook tool that allows people to make and star in their own I Want to Break Free music video. People simply upload a photo, select whether they want to star as a glam rocker or Mexican mariachi and Facebook does the rest.

Breaking free in the real world

Out in the real world, TomTom is doing all sorts of things to raise the profile of the campaign and encourage people to join in. Taxi cameras will capture real life Break Free renditions and in some countries free taxi rides will be offered to people who sing.

Retail outlets are also helping drivers to break free and save money. Customers can trade in their old satnav device and receive up to €30 or €50 off the latest TomTom device featuring HD Traffic. In Italy, customers will receive a Telepass Premium voucher worth up to €100.

Key agencies in the campaign

TomTom has worked with Pool Worldwide to develop the campaign, which will be active in more than 14 markets worldwide. MEC are media buyers, whilst Content and Motion manage the social media strategy.

To find out more about TomTom's Break Free campaign, and about its revolutionary HD Traffic service, visit www.tomtom.com/breakfree

Notes for editors

About HD Traffic

- HD Traffic is TomTom's revolutionary live traffic service. It delivers accurate traffic information straight to a compatible TomTom device every two minutes – that's up to seven times more frequently than any other provider. This helps drivers to steer clear of delays, and know exactly when they're due to arrive.

- HD Traffic is available in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, the Netherlands, New Zealand, Norway, Portugal, South Africa, Spain, Sweden, Switzerland, the UK and the US. For more information about HD Traffic, visit www.tomtom.com/services

About the trade in offer

- Trade-in available to customers who purchase a TomTom GO LIVE 1000, GO LIVE 1005, GO LIVE 820, GO LIVE 825, VIA LIVE 120 or VIA LIVE 125 between 24th May 2011 & 31st July 2011 in retail stores, on retailer websites or on www.tomtom.com.
- Log on to www.tomtom.com/breakfreepromo to register.
- Customers must send in the old device they wish to trade in.
- Once it has been received and checked, the appropriate amount will be transferred within 30 days to the customer's bank account. For a GO LIVE 1000 or 1005, they get €50 back. For a GO LIVE 820 & 825, VIA LIVE 120 & 125, they get €30 back. In Italy, customers will receive a Telepass Premium voucher worth up to €100.