

Roger Federer and Marco Odermatt: a plea to savour personal moments – and for everything else, there's super-fast Internet

With its new campaign, which again focuses on personal moments, Sunrise follows on seamlessly from its successful spring campaign. While the first campaign featured a young woman who missed the opportunity to chat with Roger Federer and Marco Odermatt during a chance encounter in a lift because she was too engrossed in her smartphone, the new TV commercial shows the two sporting icons pausing and taking the time to relish a personal moment together. This is the second time the two sports stars have appeared together in a TV commercial.

«With our new campaign, we're reminding people that although the fastest Internet is crucial for digital life, there are much more important things to focus on: the genuine moments you spend with people you're close to. Roger Federer and Marco Odermatt show us how it's done. Instead of rushing to catch their flight, they enjoy a relaxed conversation, laughing and savouring their time together. Thanks to their authenticity, they're the perfect ambassadors for our brand,» says André Krause, CEO of Sunrise.

With all the news, messages and impressions we're bombarded with in our interconnected world, there often isn't enough time to pause, relax and relish moments with other people that frequently arise by chance. Today sees Sunrise launch its new advertising campaign in which the company and its brand ambassadors Roger Federer and Marco Odermatt focus on this message: take the time to enjoy the moments that really matter.

The centrepiece of the campaign is a funny 45-second TV commercial and an additional 15-second product commercial. The TV commercial shows Federer and Odermatt in a relaxed situation at Zurich Airport, where they briefly escape all the stress of their daily lives and digital noise, enjoying the encounter, their chat and the time they spend together.

The message is clear: despite the constant need to be reachable and the rapid pace of everyday life, we should consciously take breaks to enable spontaneous interpersonal encounters. The two sports legends embody this idea by taking the time to have a chat in person despite hearing the last boarding call for their flight.

A sequel with the winning duo

The new campaign follows on seamlessly from the spring campaign, which dealt with the theme of digital overload in a humorous way. In this campaign, a young woman missed the opportunity to talk to Federer and Odermatt during a chance encounter in a lift. She was simply too engrossed in her smartphone.

The campaign was a big hit. Almost everyone in Switzerland saw the campaign and it also attracted plenty of attention in other countries. When they filmed the first campaign, Roger Federer and Marco Odermatt were such a perfect combination that a reunion was always on the cards. The second campaign continues the humorous approach to digital overload and features the unique winning duo.

The product TV commercial focuses on a key scene from the main commercial. In this scene, Federer and Odermatt are talking about the [Sunrise speed upgrade](#) from 1 Gbit/s to 2.5 Gbit/s. Like all Sunrise customers, they get the upgrade «just like that».

The commercial is being broadcast in cinemas, on TV and online. Shortly before the launch of the campaign, a teaser highlighted this reunion of the sports stars.

[Teaser](#) | [TV commercial](#) | [Product commercial](#)



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