



Swisscom wins Tina Turner for new iO viral film

World star Tina Turner is to be the ambassador for the iO communication app. Tina Turner attributes great importance to discretion and security in her life – values that connect her not only with Switzerland but also with iO. She talks about this in a 100-second viral spot. iO also reveals its new design.

Tina Turner and the iO communication app appear to be a strange pair at first glance. But their similarities become increasingly obvious the closer you look. Security and discretion are assigned the highest priority not only by Tina Turner but also by iO. "I like communicating, and with iO I support a product that features Swiss quality. The app is simple to use and my data are secure, things that are important to me," says Tina Turner on the subject of her collaboration with Swisscom. Swisscom and the singer have produced a video clip. Tim Alexander, Head of Marketing and Brand Communication, adds: "We are really delighted that we could win over Tina Turner to take part in this unique project. She made her debut as a brand ambassador in Europe 27 years ago. With Swisscom Tina Turner takes a trip through some of the stages of her life." Alongside the viral spot, Swisscom has other goodies in store for its customers: iO users will be welcomed by Tina Turner in a voice message and be able to listen to her hit "The Best" as a ringtone - albeit yodelled (now available for Android - iOS availability with the next App update).

Security in a new design

iO will also be revealing its new design that matches the video. iPhone owners have already been able to download the update since the start of July; the Android version is coming out in the next few days. Since its launch in summer 2013, the communication app has racked up just under 700,000 downloads and is being constantly developed further. In addition to a completely new design, data security and the protection of privacy are the key aspects of the app. All sensitive data are stored on Swiss servers, messages are sent in encrypted form and the address book is not stored or used for purposes other than the intended purpose.



swisscom

Press release

You can see the viral film featuring Tina Turner at: www.swisscom.ch/io.

iO is available free of charge from iTunes and in the Google Play Store.

Berne, 5 August 2014