

Dutch Telecom Provider KPN brings international gaming clan together in new Christmas commercial

Dutch, Belgian and English gaming friends meet each other for the first time in old pub in Kent

Amsterdam, 12 December 2018 - Dutch telecom provider KPN launched a Christmas campaign this week starring a group of online gamers who've been friends for years but have never met each other in real life. The centerpiece of the campaign is a documentary that follows the seven online friends in their journey to an old pub in Kent where they celebrate Christmas together. The campaign revolves around the phenomenon of online friendships, and urges everyone to celebrate their unique friendships this Christmas.

In the documentary, we follow Mats (19) from the Netherlands. Together with the Belgian Karim and the English Matthew, Dan, Dylan Connor and Jack, the group has been playing Call of Duty for years. "I think that these friends may be even more important to me than my offline friends, simply because we spend so much time together" Mats explains in the commercial.

However you're connected, celebrate it this Christmas

With the campaign, KPN and Dutch agency N=5 aim to celebrate these new types of friendships. "Online friendships have been an fast emerging part of our social culture, and we want to show everyone how important they've become, especially for the younger generations" says Daniel te Lindert, Creative Director at N=5.

The campaign

The campaign is built around the documentary featuring an extensive social campaign and a TV commercial that will be aired in the Netherlands during the next weeks. On social, young gamers will be invited to play online games and share images of their online clans. Parents will have the opportunity to learn about the importance of online friendships for younger generations.

TVC: <https://vimeo.com/305931481>

Documentary: <https://vimeo.com/305931169>

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