Telefónica, through Vivo, partners with Epic Games to offer new outfit to customers in Brazil

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Telefónica, through Vivo Brazil, is expanding its partnership with Epic Games, developer of Fortnite. From August 26th until 9 September, Vivo customers in Brazil will be able to access a new Viviano outfit to use in Fortnite. This initiative is part of Vivo's " Gamer Week", which includes a series of benefits such as special offers on electronic products and plans aimed at gamers, among others.

With this initiative, Vivo seeks to further strengthen its relationship with the gamer segment, who have chosen the Brazilian operator as their favourite for six years.

Customers with access to Vivo Valoriza can redeem a code through the Vivo app and then unlock it in a quest within Fortnite. The outfit is available starting August 26th for Android devices in Brazil and can be used on any other device where the game is active. Fortnite can be downloaded from the Epic Games Store on Android devices at: fortnite.com/download.

Viviane Moura, Director of B2C Products at Vivo, says: 'The gaming audience is very important to Vivo. In this regard, we maintain a long-term partnership developing specific products and services for this segment. We have been the preferred internet connection for gamers for six consecutive years, and a partnership with a company of Epic Games' calibre reinforces our commitment to offering the best benefits to our customers.'

Leão Carvalho, Director of International Marketing at Epic Games, comments: 'We are pleased to partner with Vivo to bring their Android customers in Brazil custom Fortnite content. We look forward to offering the Viviano outfit to iOS users in Brazil when we launch the Epic Games Store and Fortnite on iOS devices in October.'

Telefónica and Epic Games Partnership

The collaboration with Epic Games, driven by Telefónica's Global Partnerships and Devices division, began years ago and has become an example of a partnership that has grown stronger over time. Telefónica was the first mobile carrier to introduce Direct Carrier Billing, which allows customers, including Epic Games customers, to charge digital content purchases directly to their mobile bill. In 2024, Telefónica announced that the Epic Games Store would be pre-installed on all new compatible Android devices on its network in Spain, the United Kingdom and Spanish-speaking countries in Latin America.

The two companies also created an unprecedented interactive musical experience in Fortnite with the O2 Arena during the pandemic which attracted more than 10.8 million players.

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