worten | **Press Release**

Lisbon, 02 April 2014

WORTEN LAUNCHES A TECHNOLOGY CAMPAIGN AND DEBUTS ON PINTEREST

Worten launched its technology campaign offering the latest technology on the market at the best prices on 2 April. This is an important campaign, so the brand kept some interesting surprises.

One of the surprises is Worten's entry onto the Pintrest social network, continuing the strategy of strengthening their presence on digital supports, confirming that the world really is getting more and more Worten.

Available on http://www.pinterest.com/wortenportugal, Worten's page on Pinterest explores the more fashion and trendy aspects of the brand, always associated with the topics of technology and innovation. The Worten World, Fashion Tech, Smart Home and Geek Stuff boards are just some of the topics users are going to find on Worten's Pinterest.

The W Man is coming...

Worten has another action up its sleeve and on 7 April, among other novelties, it is going to offer free Wi-Fi in various parts of Lisbon.

The first teasers have been launched on Worten's Facebook page and they all point to a very special event being run by the brand. Pay attention!

Apart from the social networks, the Worten technology campaign is being publicised on TV, the press, radio, outdoors, online (www.worten.pt), leaflets and in-store communication.

TV advert credits:

Agency: FUEL

Creative directors: Pedro Bexiga and Marcelo Lourenço

Creative team: Pedro Bexiga, Marcelo Lourenço, Rita Carmo, Nádia Pinto

Account director: Duarte Simões

Account team: Duarte Simões, Vânia Araújo

TV Producers: Pedro Silva and Rita Santos

Production company: Sync

Director: Pau de la Sierra

Producer: Esequiel Viegas

Photography Dir. : Oriol Vila

Art Dir. : Artur Pinheiro

Wardrobe: Kali Quaresma

Production director: Paula Miguel

Production: João Faria

Director's assistant: Alexandre Alves

Post production sound: Índigo

Post production video: Sync

The world is getting more and more Worten.

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