| Press Release

Lisbon, 08 April 2014

WORTEN W MAN OFFERS FREE WI-FI ON THE STREETS OF LISBON

As part of its technology campaign, Worten has launched the "Free Lisbon WI-FI Mission", a street action where the brand is going to offer the capital's inhabitants free Wi-Fi. Worten is going to have a "W man" character wandering round Lisbon chatting to passers-by offering them free Internet access. This fun activity is going to continue until 28 April, in the busiest parts of the city.

This quite original idea is backed up by a strong digital message and clearly proves that the Worten brand is investing in initiatives that stand out and bring it closer to its fans.

Anyone can find out where the W man is going to be and follow his diary, which will be fed with snaps and videos every day, through an app available on Worten's Facebook page (https://apps.facebook.com/worten_man).

The app also lets you enter a competition, where the brand challenges people to take a selfie with W Man. W Man will then choose the two most original ones from the 50 most 'liked' selfies and the lucky two will win prizes, including the brand new Samsung Galaxy S5.

Apart from the social networks, the "Free Lisbon WI-FI Mission" is also being publicised with a press campaign, online, through radio and leaflets and promises to create a furore among the locals.

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
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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

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