| Press Release

Lisbon, 19 June 2014

WORTEN W MAN OFFERS FREE WI-FI IN THE STREETS OF OPORTO AND PRIZES ON FACEBOOK

After W Man's success in Lisbon, he is heading up to Oporto to interact with passers-by, offering free Internet access until July. The "Wi-Fi Oporto for free" mission can also be seen on Facebook, where we are going to be running a Selfies competition.

As usual, this Worten campaign is going to have a huge digital component on the brand's Facebook page.

The App is available on https://apps.facebook.com/worten_wman_porto and it 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 out of the 50 most 'liked' selfies, who will win the prizes. The winner is going to take home a Samsung Galaxy S5 and the runner-up gets a Benq NS521P video projector.

The App also lets you see where "W Man" is going to be and follow his daily logbook, which is going to be fed with photos and videos every day.

This event is being publicised on radio, online (Social networks) and leaflets.

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