| Press Release

Lisbon, 2 July 2014

WORTEN LAUNCHES MEGA PROMOTION CAMPAIGN TODAY WITH DIRECT DISCOUNTS OF UP TO 50%

Worten has just kicked off its flagship Mega Promotion campaign, where the brand is offering a huge range of items with direct discounts of up to 50%. The campaign is going to run until 29 July at all Worten stores and online at www.worten.pt.

Worten is leveraging is special offers with this campaign that has the lowest prices on the market, the biggest discounts and the widest range of items.

Television, radio, press, outdoor, on-line, leaflets and in-store communication were all used to publicise this latest campaign.

TV advert credits:
Agency: FUEL
Creative directors: Pedro Bexiga and Marcel Caetano
Creative team: Pedro Bexiga, Marcelo Lourenço, José Catalão, Tiago Tomé, Teresa Pinho and Mariana Reis
Account director: Duarte Simões
Account team: Duarte Simões, Vânia Araújo
TV Producers: Pedro Silva y Rita Santos

Production company: Sync
Director: Pau de la Sierra
Producer: Esequiel Viegas
Photography director: Oriol Vila
Art director: 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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