| Press Release

Lisbon, 09 July 2014

WORTEN IS ALWAYS ON HAND AT WWW.WORTEN.PT

The brand is launching its new campaign today, 9 July, focussing on innovation with the motto "Worten is always on hand". The main aim of the campaign is to bolster the online strategy, highlighting its worten.pt store.

Worten wants to bolster its position as market leader that always offers the best tools and solutions, particularly online, to make customers' shopping experience easier and better.

Enter www.worten.pt from a laptop, tablet or smartphone and it is easy to choose the products, make a purchase and even schedule the delivery, making the world more and more Worten, and just a click away.

Worten's online store means customers can buy what they like and, if they want, they can pick it up at the closest store (using the pick up in store service) or have it delivered to the most convenient address.

Worten chose television, radio, outdoor and online (including social networks) to publicise this new campaign.

TV advert credits:

Agency: FUEL
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga, Marcelo Lourenço, Teresa Pinho and Mariana Reis
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 Hosta and Sergi Gallardo

Art Dir.: Artur Pinheiro

Wardrobe: Kali Quaresma

Production director: Paula Miguel

Production: Beatriz Feio

Director's assistant: Luís Lisboa

Post production sound: Índigo

Post production video: Sync

The world is getting more and more Worten.

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