| Press Release

Lisbon, 3 March 2015

WORTEN PRESENTS A NEW 'EVERYTHING WITHIN REACH' CAMPAIGN

Worten's new 'Everything within Reach' campaign is on the air. The idea is that the brand provides a huge variety of items, accessories and services through all different kind of supports.

In fact, whether it is in the physical store or online (www.worten.pt) through a laptop or smartphone, customers can access the entire range the brand offers with the greatest ease and always at the lowest prices.

Worten is 100% behind the idea of "The world is getting more and more Worten" so its mission is to provide its customers with everything they are looking for through proper value proposals, backed up by specialised, high-quality customer care.

This campaign is going to run until 31 March with publicity on TV, online, radio and leaflets, plus in-store communication.

TV advert credits:

Agency: FUEL
Creative directors: Pedro Bexiga and Marcelo Lourenço
Creative team: Pedro Bexiga, Marcelo Lourenço, Teresa Pinho, 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 Vila, Sergi Gallardo
Art Dir.: Artur Pinheiro
Wardrobe: Kali Quaresma
Production director: Paula Miguel
Production: Beatriz Feio
Director's assistant: Luis Lisboa
Post production sound: Índigo
Post production video: Sync

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