| Press Release

Lisbon, 1 April 2015

WORTEN BOLSTERS POSITION WITH NEW TECHNOLOGY CAMPAIGN

Worten launched its technology campaign offering the latest technology on the market at the best prices on 1 April. This campaign is close to Worten's heart, as the brand wants to surprise its customers in the best possible way by linking them to a more and more interactive and connected planet.

It is not just by chance that "the world is getting more and more Worten", since the brand is playing its role as the market leader in consumer electronics by offering its customers the best, latest solutions in technology and entertainment.

This latest campaign is going to run until 28 April with publicity on TV, online (www.worten.pt), Facebook, radio, outdoors, leaflets and, of course, in-store communication.

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
Director: Pau de la Sierra
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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