worten | **Press Release**

Lisbon, 19 August 2015

WORTEN'S NEW BACK TO SCHOOL CAMPAIGN MEANS YOU CAN STUDY WHEREVER YOU WANT

Worten's new back to school campaign starts today, 19 August. The brand has the widest range of technology equipment to get you back to school in style at the best prices until 22 September.

Aimed at parents and children, the objective is that the customers make the most of the huge range of items for the new school year at the best prices on the market, particularly in the computer and telecommunications segments.

The campaign was created by Fuel with the slogan **"In this return to school you can study wherever you want"** and the Worten campaign is set to run until 22 September using TV, radio, outdoors, digital/online, in-store and leaflets. The campaign film was produced by Sync.

TV ADVERT CREDITS:

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Post production sound: Índigo

Post production video: Sync

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