| Press Release

Lisbon, 11 November 2015

DISCOVER THE NEW TRADITIONS
AT THE WORTEN CHRISTMAS CAMPAIGN

The world is getting more and more technological and Christmas is no exception. "Christelfies", "Weasy" and "Fricrib" are examples of new Christmas traditions, presented first-hand by Worten in its latest campaign.

The new campaign starts today 11 November with the catch line 'Christmas is more and more Worten, full of new traditions'.

The aim is to portray the season's trends in a world that is getting fuller and fuller of technology, thanks to the democratisation of the low prices the brand practises.

The essence of Christmas, reuniting and socialising with family and friends is maintained, but the way we relate and live this season has changed with technology playing an important role in this movement, to such an extent that Worten believes there are new traditions connected with this festive season.

The Christmas advert, created by Fuel and produced by Show Off, brings family and friends together at home, showing the new traditions such as the Christmas selfies (Christelfies), constant internet access (Weasy) and the chats around the fridge (Fricrib).

#CABAZNATALÓGICO

Get a gift in your Christmas stocking. Worten is asking everyone to share their new Christmas traditions and get the chance to win a #CABAZNATALÓGICO full of technology. This competition is now online at www.natal.worten.pt.

The Worten Christmas campaign is all going to last until 24 December and will be advertised on TV, radio, the press, outdoors, digital platforms, in the online store (www.worten.pt), in leaflets and in the physical stores up and down the country.

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