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WORTEN WINS BRONZE WITH 'CÓDIGO DÁVINTE' AT THE 2015 EFFECTIVENESS PRIZES

Worten has just won a bronze trophy at the 2015 Effectiveness Prizes for its 'Código DáVinte' Christmas project in the Social Responsibility category. The awards are organised by the Portuguese advertising association (APAN) and the 'Consultores' group every year to distinguish the best communication campaigns and projects.

First launched in 2013, the 'Código DáVinte' managed to collect a total of €305,000 in the first two editions and expanded by 50% from the 1st to the 2nd edition. The spontaneous awareness of this Worten project has also gone up in the general public from 21% in 2013 to 53% in 2014.

Inês Drummond Borges, Worten's marketing director said "*this recognition makes us all every proud of a project that has just begun its 3rd edition and that has earned the trust and support of so many people. It is simple to run and the fact that it supports such deserving institutions makes Código DáVinte a success for those who give towards it, but also those who run it - in this case all the Worten store staff, who ask the customers every day if they want to scan a solidarity code when they pay for their purchases*".

The basis of the Código DáVinte is a solidarity bar code that is available in all Worten stores with a minimum value of €0.20. Worten gives another 20% over and above the amount that is collected and offers the entire amount to a selected charity.

The Effectiveness Prizes recognise the results of various communication campaigns - fame, sales and other kinds of return - that answer a pre-defined objective; to make the effectiveness of advertising as their main mission.

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