The Worten Christmas campaign is on the air, where the brand presents the Santa Clauses who promise to make customers go crazy at the festive season. The motto is “The Elite Santa Clause has low prices”, and Worten presents the cream of Santa Clauses, who have been recruited and trained by comedian Marco Horácio. The campaign runs until 24 December.

Apart from the range of items, and the lowest prices on the market, this Christmas will be memorable because of the Worten Santa Clauses.

These elite Santa Clauses are composed of Marco Horácio and the five winners from the recruitment phase, launched on the brand’s Facebook page, who have been subjected to all different kinds of physical tests at the Low Price Club Boot Camp.

This action on the brand’s Facebook is still online (through the following link: www.facebook.com/wortenpt/app_333309773472108), with the participants regularly showing their physical dexterity to overcome a wide range of challenges. Fans can, and should, vote for their favourite Santa Clause, the one that stands out from the others by their physical skills and ability. The participant who gets most votes will be elected as the Worten elite Santa Clause and take home a basket full of items worth €2,500.

The Worten Christmas campaign is being run on television, radio, the press, outdoors, leaflets and in-store communication.

**TV advert production credits:**

Agency: **FUEL**
Creative Directors: Pedro Bexiga and Marcelo Lourenço
Creators: André Navarro and Richard Warrell
Account Director: Duarte Simões
Account: Duarte Simões, Vânia Araújo
TV Producers: Pedro Silva and Rita Santos

Producer (Agency): Sync
Director: Pau de la Sierra
Producer: Esequiel Viegas
Photography Dir.: Oriol Vila
Art Dir.: Artur Pinheiro
Wardrobe: Kali Quaresma
Production: João Faria
Assistant director: Alexandre Alves
Post Production Sound: Índigo
Post Production Video: Sync

The Elite Santa Clause has low prices.

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