

Press Release

Wellcome Latest Brand Campaign showcases how Wellcome staff put their heads together to realise an anniversary surprise for loyal customers

Ten stars presenting the “Like Always” love story of 70 years between Bowie Wu and Helena Law

(Hong Kong- 31th March 2015) To celebrate the platinum anniversary of Wellcome, the supermarket will launch a brand new TVC Campaign with ten sought-after stars to stun the audience. Through the camera lens of renowned director, David Tsui, the audience will be intrigued by how an anniversary surprise unfolds with the emergence of Chiang Chi Kwong, Mak Cheung Ching, Fred Cheng and Siu Bo, starring as frontline staff holding a secret meeting about the surprise. Hong Gor (Bowie Wu) plots the secret idea to hide a personalized necklace among fresh food, hoping to take his lifelong partner- Wai Je (Helena Law) by surprise at their 70th anniversary of acquaintanceship. The mission encounters hiccups but the frontline staffs reveal their resourcefulness in overcoming them with the seamless support from witty customers starred by Mandy Wong, Jinny Ng, Joe Junior and So Yan Chi. The moment when Wai Je discovers the necklace really makes this romantic anniversary idea heart-warming.



Julie Chiu, Sales & Marketing Director of Wellcome said that, “We couldn’t be more excited about Wellcome 70th anniversary. We believe that everyone has their own story at Wellcome, an unintentional and everyday backdrop in the lives of many throughout the past 7 decades having experienced good times and bad times together. In this brand new TVC, we continue to adopt a light-hearted approach by twisting a supermarket TVC into a movie-style advertising to delight our customers. Wellcome progresses with time and it reflects on our choice of the most sought-after characters in our TVC. In the coming months, we will be celebrating our platinum anniversary across stores and we hope to see you there!”



Keith Ho, Chief Creative Officer & Managing Director of Grey Advertising said, "Wellcome is not just any supermarket. It's everyone's neighborhood store, building a close relationship with customers for the past 70 years. By creating a story around Helena and Bowie preparing for their anniversary, we dramatise how Wellcome is always ready to understand people's needs and to lend a helping hand."

Lilian Leong, Managing Director of Universal McCann Hong Kong said, "Wellcome is an iconic community brand that grows with Hong Kong for the past 70 years. It's a big celebration not only for the brand but also for Hong Kong. Our mission is to engage all of Hong Kong in the celebration throughout multiple waves of the campaign launch."

The new TVC will be broadcasted through different channels, including TV, MTR, TVB.com, Qian Xuan mobile apps and social networking websites including Youtube and Wellcome Facebook, devoted to sharing the romantic story to each and every friend in Hong Kong. The full sweet version of the TV Commercial will be broadcasted for the very first time at the 7:45pm commercial break on TVB Jade and TVB HD Jade on 8th April.

The making-of will be available on Wellcome Facebook page on 27th March (<https://www.facebook.com/wellcome.supermarket>).

For high-resolution images, please download from:

<https://drive.google.com/folderview?id=0BwbYWfqi88zQaDFSRERULUJvYXM&usp=sharing>

About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 8,000, Wellcome's network of over 280 stores in Hong Kong serves more than 17 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly service. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.wellcome.com.hk> for more details.