



PRESS RELEASE

**Wellcome celebrates 68th Anniversary with New Brand Campaign
Starring Wong Cho Lam, Louis Yuen and Johnson Lee**

Plus, Lucky Draw for Golden Longevity Peach weighing 5 taels and over 1,068 Instant Win Prizes

(Hong Kong, 14 May 2013) – Wellcome, Hong Kong’s longest established supermarket chain, today announced a new brand campaign celebrating the brand’s 68th anniversary. Titled “Serving your needs for 68 years” the new campaign launches with a TVC starting May 16th at 8.45pm on TVB.

Following the success of Wellcome’s 2013 Chinese New Year campaign starring Wong Cho Lam, Louis Yuen and Johnson Lee, the company is bringing the celebrities back in this brand campaign that celebrates Wellcome’s roots in Hong Kong culture. Narrated by the honorable Mr. Tam Ping-man, one of the most well-known narrators of his time, the TVC mixes original photos of the 1945’s Wellcome store, together with Wong, Yuen and Lee impersonating famous celebrities from different decades, spanning the 60s to the new millennium. The brand campaign signifies Wellcome’s experience serving the Hong Kong community throughout the generations. Following the launch of the TVC, the campaign will run across print and online media; outdoor channels including bus bodies and in-bus TV, plus the Wellcome Superstore store front décor in Causeway Bay and Lei Yue Mun; as well as Facebook and Youtube.

As part of the campaign, Wellcome will host a month-long lucky draw promotion, giving 1,068 lucky shoppers the chance to win Wellcome vouchers valued at \$200. Customers who enter the lucky draw automatically earn a chance to win a runner-up prize of Wellcome shopping vouchers worth HK\$68,000 (2 winners), and the grand prize of the Golden Longevity Peach, weighting 5 taels.

Said Ms. Julie Chiu, Sales and Marketing Director of Wellcome: “As the supermarket chain with the oldest heritage and the most extensive network in Hong Kong, Wellcome has a lot to offer our customers changing needs by providing one-stop shopping convenience, and delivering value for money through friendly service and low prices. With this in mind, we developed a campaign that brings to life how Wellcome has served generations of customers using Hong Kong’s most popular celebrities. Additionally, an important touch-point of this campaign is to thank our customers who shop with us by giving back through a series of special offers and promotions. We look forward to continue offering the best products and services to the Hong Kong community for generations to come.”

Styling shots for the Wellcome brand campaign:

 <p>又王哲為 方劇將忠 保鮮劑至 新</p> <p>無論你喜過個年代 惠康68年 滿足你所需!</p>	<p>Photo 1: Wong Cho Lam plays the 1960s icon, “Lady in Black”, and surprises Johnson Lee with her “secret weapon”.</p>
 <p>又方家 無新 為定 獻</p> <p>無論你喜過個年代 惠康68年 滿足你所需!</p>	<p>Photo 2: Hong Kong’s most famous TV star duos from the 70s have reappeared!</p>
 <p>68年 惠康</p> <p>無論你喜過個年代 惠康68年 滿足你所需!</p> <p>無新 為定 獻</p>	<p>Photo 3: Wong Cho Lam impersonates Jacky Chan from Hong Kong’s most memorable film from the 80s, “Drunken Fist”.</p>
 <p>無論你喜過個年代 惠康68年 滿足你所需!</p>	<p>Photo 4: From the classic film of “God of Gambler”, Wong Cho Lam and Louis Yuen replicate the most famous film poster from the 90s!</p>



Photo 5:
With the increasing popularity of the k-pop culture in the new millennium, Wong Cho Lam, Louis Yuen and Johnson Lee are beautifully styled just like the 'Wonder Girls', showcasing their singing and dancing skills!

Wellcome celebrates 68th Anniversary Lucky Draw and credit card promotions:

	<p>Wellcome 68th Anniversary Lucky Draw</p> <p><u>Instant Win Prize:</u> Wellcome Vouchers (valued at HK\$200) [1,068 winners]</p> <p><u>Grand Prize:</u> Golden Longevity Peach [1 winner]</p> <p>\$68,000 Wellcome Shopping vouchers [2 winners]</p>	<ul style="list-style-type: none"> • From 17 May to 13 June 2013, for every single transaction of \$68 at Wellcome, customers are eligible to enter the lucky draw with registration through hotline 2983 9888 or website www.easy2winluckydraw.com • Each single receipt up to \$68 can earn one lucky draw chance • Customers can enjoy an extra chance to earn the instant win lucky draw if the receipt includes one or more designated product(s) • Each valid registration entry will earn one lucky draw chance in the grand prize lucky draw • Please visit our in-store promotions for more details
	<p><u>Credit Card Offers</u></p> <p>Enjoy an instant discount of HK\$40 when purchasing with Standard Chartered or MANHATTAN credit cards</p>	<ul style="list-style-type: none"> • From 15 May to 31 July 2013, enjoy an instant discount of HK\$40 with the purchase of HK\$500 or over at Wellcome; or through Wellcome Deliver's with Standard Chartered or MANHATTAN credit cards (applies to one single transaction) • No registration required • No upper limit • Please visit our in-store promotions for more details

For high-resolution images, please download from <https://edelmanftp.box.com/s/6oq4hvt4j6jjj5ojykuq>

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About Wellcome

Founded in 1945, Wellcome is Hong Kong’s longest established supermarket chain with the most extensive network. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 8,000, Wellcome’s network of over 270 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to 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.

Distributed on behalf of Wellcome by Edelman Public Relations Worldwide (HK) Limited. For more information, please contact:

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