



## Press Release

### **Wellcome Latest Brand Campaign Takes You to a Romantic Time Travel to Experience “Like Always”**

**(Hong Kong- 2<sup>nd</sup> April 2014)** The latest Wellcome Brand Campaign turns the clock back to half a century ago, taking Bowie Wu travel back in time , flashing back the vivid sweet moment when he first met his dream girl-Helena Law at Wellcome in the 60s. From falling in love at the first sight, to accompanying each other for half a century and building their own family tree, the couple never get enough from each other and their love is “like always”.

The refreshing combination of Fred Cheng and the 2013 Miss Hong Kong first runner-up Sisley Choi, of which Sisley is the first time to take TV Commercial, acts as lifelike portrayals of Bowie and Helena in their youth. Faced up with this challenge, they endeavour to deliver the mischief of Bowie and the shyness of Helena in their youth by mastering facial expressions, body postures and tone. In an ordinary place, they as an ordinary couple stage an extraordinary story—a blissful story of finding the beloved ones and then holding hands until hair turns grey. This story, this memory and this usual place do not only belong to them, but also to us, recording our growth marks together. No matter if it is a person, a story or a brand, the bonding is just “like always” even as time goes by.

In the run up to the shooting, the crew has devoted much time doing researching, committed to bringing back half-a-century-ago Wellcome live to audience. The production is meticulous with all minute details in the scene from shelves to products, from the decoration to the price tags also making reference to the Wellcome stores in the old days.

The new TV Commercial will be broadcasted through different channels, including TV, MTR, myTV mobile apps and social networking websites including Wellcome Facebook and Youtube Wellcome channel, 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 3<sup>rd</sup> April.

The Making-of will be made available on Wellcome Facebook page on 7<sup>th</sup> April (<https://www.facebook.com/wellcome.supermarket>). After watching the Making-of, you can also join the Question and Answer Game on our Wellcome Facebook page and run the chance to win Wellcome vouchers.

# 惠康 wellcome



Fred Cheng and Sisley Choi bring us back to the lifelike scene when Bowie Wu bumped into Helena Law. This story, this memory and this usual place do not only belong to them, but also to us, recording our growth marks together. No matter if it is a person, a story or a brand, the bonding is just “like always” even as time goes by. 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 3<sup>rd</sup> April.



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For high-resolution images, please download from: <https://grey.box.com/s/1lup1l481jebvzlfaiyz>

## **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 16 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.