



# Talk of the Town

## PinPointer

### They certainly took the biscuit.

All 5,000 packets of them.

Shoppers in Stockport, Greater Manchester got something to enjoy with their morning cuppa thanks to another successful outdoor promotion masterminded by PinPointer.

This time the client was Belvita Biscuits, where one million packets were being handed out across the UK.

With **Channel Four's** Kirsty and Phil, it's '**Location, Location, Location**' - but at PinPointer it's all about **Location DNA**.

As company founder and managing director, Alison Bowcott-McGrath explained, nothing is left to chance.

"Not only do we know the UK's top promotional locations, we mine the

data around them to deliver the demographic, footfall and customer insights that let brands build profits from places," she said.

Knowing the brand, knowing the location and matching both up to the customers they need – it's why many towns like Stockport rely on PinPointer's expertise.

Graeme Vout, Stockport town centre's growth manager said:

After a competitive tender process Stockport MBC contracted PinPointer to exclusively manage our outdoor promotional space. They have brought many exciting events to the town recently that have made such an impact.

"The Belvita campaign is a great example. It wasn't just the biscuits. There was classical piano music being played and we had so many customers commenting on how lovely that was to hear on a Friday morning," he said.

Twelve years of knowledge and expertise has seen PinPointer work with clients including Virgin Media, Coca-Cola, E.ON Energy and Abel & Cole at outdoor locations across the UK and Ireland.

Don't worry about getting tangled up in red tape either.

PinPointer handles everything from the location diary to commercial documentation, risk assessment and licensing.

Alison added: "As the UK's number one places consultancy PinPointer is all about using our expertise to bring brands, place managers and creative consultancies together to deliver the very best new opportunities to our high streets."

For more information go to [www.pinpointer.uk](http://www.pinpointer.uk) or call Ali on 0161 8501400

