



**BLOG** Alison Bowcott-McGrath  
Pinpointer

# Trading Places - Virgin Media

team up with Virgin Media. Working with them to expand their promotional presence at the same time as focussing it in the places where it will have the most positive effect.

Indoor or outdoor, large or small, specific promotional location or a vacant shop doorway - if the location is right for Virgin Media then its right for PinPointer, and we'll set about creating a marketing effort that fits perfectly. They brand from either a trailer that stays in location overnight, a van and gazebo or a simple pop up. We'll tailor the promotion to work perfectly in each location, from one week to one month or longer, it will help to boost revenue into venues and give consumer's Virgin products as more

cabled areas are becoming available. Location and business. Business and location. We've got every angle covered and we handle every aspect of the process. With 34 exclusively managed High Street location boasting nearly 80 sites, we work with Place Management teams across the UK managing their paperwork, red tape and logistics whilst generating revenue, leaving our partners free to concentrate on theirs.

If you have a 'place to trade' that would work perfectly for Virgin Media or to find out exactly what PinPointer and our Location DNA can do for you, please call Alison Bowcott-McGrath on 07870 176949.

Throughout the last few years the promotional space landscape has changed a little, as Sky, British Gas and others large brands have changed their sales strategy, shifting away from the face-to face mobile marketing. There are many more charities now promoting their services and challenger utility brands coming through. Utilising our extensive knowledge of sourcing locations for Sky TV since our inception in 2004, our response has been to



## Support for Local Legends

Revive & Thrive's Local Legend Campaign has had a remarkable reception since advance information on the campaign was released. A large number have already expressed an interest in participating and the inclusive nature of the campaign.

Recently, Mark Barnes, Revive & Thrive Managing Director, met with Montgomeryshire Assembly Member, Russell George to discuss how this campaign could be used refocus discussions on town centre issues in Wales. Mr George thought that the local legend campaign was extremely valuable and plans to highlight the opportunity in the National Assembly for Wales. Going

beyond that he thought there would be great value at promoting this as a campaign for all Powys towns to participate in.

On the campaign, Mr George said "All communities have their local heroes and legends and it is extremely important that their efforts are recognised and rewarded. He added "Revive & Thrive's plan to give due recognition nationally to those Legends who bring together their communities to make great things happen has great merit and will lead to more sustainable results"

Find out more or register interest and intent by [clicking here](#).

