



BLOG Alison Bowcott-McGrath
PinPointer



BRING your locations to life, turn your venue into revenue generators and brand hotspots.

That's PinPointer's New Year's resolution to the nation's high streets and shopping centres.

The company is already managing 72 sites across the UK with satisfied clients who are utilising their income in the following ways:

- Blackpool BID – a PinPointer UK client since 2004 – with events running throughout the year.
- A year-long calendar of fun with Workington town centre including; Easter Eggstravaganza, a Spooktacular event for Halloween, the ever popular Christmas tree switch-on celebrations, plus the commemorations for PC Barry Barker who died in the 2009 floods.
- Helping to make Wythenshawe a cleaner, greener place by working with the town centre team to bring in extra security, recycling bins and chewing gum removal.

January 2017

- Swinton Shopping Centre – a new client for 2017 – has already invested in a large Santa's grotto for Christmas this year.

And while the decorations have just come down, Eastbourne Town Centre is still very much in the festive spirit thanks to PinPointer's help.

It was one of 44 locations across the UK that hosted the iconic Coca-Cola truck as part of 2016's Christmas fun for the second year running.

The truck proved so popular that the local M&S recorded a staggering 200% increase in footfall.

All this achieved in only two years working with PinPointer UK.

Company founder and managing director Alison Bowcott-McGrath said:

"The town centre management team in Eastbourne are absolutely thrilled with how successful the 2016 Coca-Cola truck visit was. Eastbourne was the third busiest location in the history of the truck's UK Christmas tour."

PinPointer UK's expertise and relationship with its managed locations meant that every aspect of the famous truck's itinerary was organised with minimal fuss, as Alison explained.

"With limited resources and little time, we understand the restriction's place managers are under – with our managed

venues we have instant availability and detailed information at our fingertips, we can convert the enquiry within minutes creating a smooth process for the clients and no hassle for the venue owner. Sourcing suitable venues that would take the weight of the truck proved challenging, however with our insight and knowledge of UK High Streets, we made this happen -The clue is in the name.

PinPointer use that knowledge and insight to enable clients to bring their locations to life and generate extra income.

Here's why it pays to work with us at PinPointer UK.

Tap into our client database – we'll put you in front of clients we know are actively seeking to promote or open stores in locations like yours.

Track your profits – receive weekly centre reports and credit control plus monthly revenue breakdowns.

Save time on admin – let us manage your location diary, commercial documentation, risk assessment and licensing.

"Clients know that when they work with us they are getting our expertise, our insight and our passion for what we do," said Alison.

- Get your new year off to a flying start by contacting Alison at PinPointer UK on 07870 176949 – taking brands places



EXCLUSIVELY MANAGED VENUE EASTBOURNE SECURES COCA-COLA TRUCK EXPERIENCE FOR THE SECOND YEAR RUNNING

Increasing footfall, generating revenue into the High Street whilst showcasing a global brand

OVERVIEW

3rd busiest location in the truck's tour history

10,000 cans of coca-cola given away

200% increase in footfall in M & S local store

THE CHALLENGE

To place the famous 'holidays are coming' Coca-Cola truck in up to 44 locations across the UK, driving brand engagement, increased footfall and dwell time for venues.

HOW WE HELPED

Our exclusively managed locations are at an absolute advantage when it comes to placing brands. Our relationship with brands direct and UK agency's enable us to showcase our managed venues, with instant availability and detailed information at our fingertips we can convert the enquiry within minutes creating a smooth process for the clients and no hassle for the venue owner. Sourcing suitable venues that would take the weight of the truck proved challenging, however with our insight and knowledge of UK High Streets, we were able to offer 70 suitable locations. Access and egress logistical information was of utmost importance, with the increased footfall during the pre-Christmas rush. Eastbourne was chosen in 2015 and again in 2016 as this proved to be the 3rd busiest location in the tour's history - the truck has never returned to a venue two consecutive years.

THE RESULT

Excellent success for both the brand and venue alike, crowds embraced the whole experience creating a selfie frenzy with the truck as a backdrop. Footfall up in a specific store by 200%, Town Centre Management were thrilled to have the truck back again for another year creating a Christmas experience for all its existing and new shoppers to Eastbourne.





Ali McGrath
Pinpointer
Exchange Quay Building 8
Salford
MS 3EJ

20th December 2016

Dear Ali,

We wanted to write and thank you for your support of our Christmas activities this year.

We estimate that over 66,000 people attended our three events over the 16 day period. Whether they stood awe-struck at Neon Noel, brought a unique gift at the Bandstand Christmas Market or snapped a family photo with the Coca-Cola truck, we believe that we brought some fun to Christmas this year.

We couldn't have done this without you.

Thank you so much for promoting our town, and helping to secure Coca-Cola for a second year.

Already, we are planning for 2017 to make sure it's even bigger and better, and we will be in touch to let you know what our plans are once they are fully developed . We look forward to working in partnership with you again.

Finally, may I take this opportunity to wish you and your business a very Merry Christmas and all the best for the New Year.

Regards and Thank You!

Christina Ewbank
Chief Executive
Eastbourne unltd

Stephen Holt
Business Development Manager
Eastbourne unltd

Eastbourne Unltd
Chamber of Commerce

t 01323 641144

f 01323 730454

info@eastbournechamber.co.uk www.eastbournechamber.co.uk

7 Hyde Gardens Eastbourne
East Sussex BN214PN