

Aviation Beauport Opening Evening 2012



*Mark
Hopwood
Coutts & Co
Channel
Islands*

September 20th 2012.

The Marketing Bureau organised Aviation Beauport's biennial Open Evening on 20th September 2012 and the event was a great success for all concerned. The prestigious evening was attended by invited VIP guests who enjoyed champagne and canapés while taking in the atmosphere of the entertainment arena and viewing luxury aircraft.

Aviation Beauport was established in 1969 and is one of the longest recognized air charter companies in the British Isles. Their continued success is based on a professional and dependable service, whether you require aircraft charter, handling services, aircraft management or conference facilities. Aviation Beauport is also the only holder of an executive jet Air Operators 'Certificate in the Channel Islands. Their refurbished terminal building offers luxury comfort and facilities for any passenger travelling from Jersey.

If you would like any more information on Aviation Beauport events, please contact us on 01534 504800.



THE
Marketing Bureau
LIMITED

Advertise on our digital paycards



ANPR at Sand Street Car Park

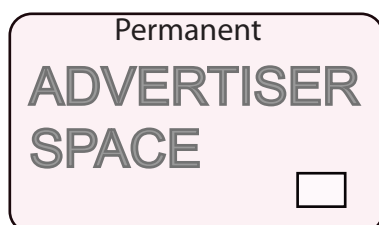
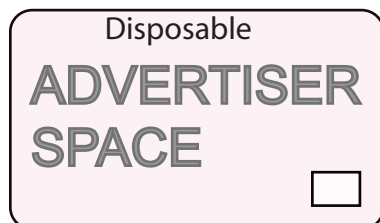
Automatic Number Plate Recognition is a camera controlled parking system designed to remove the need for pay cards currently used at Sand Street car park. Existing pay cards will be replaced by computerised disposable cards which will be available to purchase at Outlets Island wide. Permanent top up cards and a memory jogger will be distributed at Sand Street car park.

Over 120,000 cards will be printed giving advertisers a new and exciting media to target a wide range of audiences. The reverse side of the card is available to advertisers.

Rates & Information

Type of card	Quantity	
Permanent Cards	10,000	£1000
Disposable card 5 Units	50,000	£2000
Disposable card 10 Units	50,000	£2000
Memory Jogger	10,000	£500

All 4 cards £4000 (a saving of £1500)



Island wide distribution in all newsagents.
Island wide distribution in all newsagents.

Contact us today for more information
01534 504800 sales@marketing.je

Sand Street multi-storey car park has been chosen to trial a new automated number plate recognition system from October. The trial will be run for one year and could be rolled out to cover other multi-storey car parks in St.Helier if it proves to be a success.

The system works by scanning a car's number plate as it enters the car park and registering it on a computer system along with the time of arrival. Drivers then pay using a pre paid account card or a credit card.

To coincide with this launch , memory joggers are being sponsored by The Marketing Bureau. We are also offering businesses the unique opportunity to advertise on the back of these new payment cards.

Please see our mail out for more information or call us on 01534 504800

APPLIED MEDIA LAUNCH 2011



The Marketing Bureau, has expanded its advertising offering with the introduction of a new outdoor floor graphic system. Applied Media is a unique outdoor surface media, specifically designed to facilitate prominent advertising campaigns under vehicular and pedestrian traffic.

The product which is exclusive to The Marketing Bureau in Jersey has been approved and tested by Transport and Technical Services to meet health and safety requirements and will soon be visible across a number of locations in St Helier.

Julie Littlemore, Managing Director of The Marketing Bureau said: "When someone's eye catches something irregular on the floor, the natural response is to look at what they are stepping on, giving your brand or advertisement immediate viewing. This media will provide advertisers with a new and inventive way to reach their target market, and we're delighted to be the first to introduce this to Jersey." Applied media will help transform otherwise underutilized locations in Jersey into valuable high impact advertising spaces. We believe advertisers will be quick to identify the opportunities presented by this product.

Larry Walsh, Business Development Director of Applied Media added, "We have been very much in a market development phase since the start of the year and we are working closely with The Marketing Bureau to introduce this to Jersey. We are also very excited to announce that Applied Media is now being considered by major sponsors for potential advertising campaigns around Olympic Games venues in London next year."

Indoor floor graphics are not new, but graphics, which are robust enough to stand up to motor traffic, and exhibit highway standards not to cause loss of grip, is something else. The durable graphic system has a slip resistant surface and the ability to be lifted and changed or easily removed without damage to the underlying surface. The unique properties of the graphics offer huge potential for a wide range of locations from retail parks and airports to access roads, walkways or parking bays. Additionally the product is manufactured from renewable materials and can also be recycled after use.

JERSEY HARBOUR REFURBISHMENT 2010



Jersey Harbours Elizabeth Terminal received an update and modernisation of its exciting facilities early this year. As part of the refurbishment new slim line light boxes and poster holders were fitted throughout the terminal in prime locations. These new advertising areas offer prestigious opportunities to target marketing campaigns to both travelers and locals arriving in the Island. For further information on the advertising opportunities at Jersey Harbour please go to our Jersey Harbour page.

DOUBLE-DECKER BUS TRIAL 2010



A double-decker bus took to Jersey's roads on 26 April as part of a two week trial, this was the first double-decker bus to travel on Jersey's roads since the 1970's. The Marketing Bureau were invited by Connex and Transport & Technical Services to be passengers for the trial and The Marketing Bureau took this opportunity to assess and view any future advertising opportunities which could possibly be launched later on in the year.

ADIDAS WORLD CUP PROMOTION 2010



The Marketing Bureau were pleased to work alongside a national creative communications company to help promote brand awareness and encourage entries into a competition to win customised Adidas team wear. Our promotional staff took to the streets of Jersey, Guernsey & the Isle of Man to distribute magazines, talk to local people about the Adidas brand and drive footfall towards local suppliers. For further information on our promotional services please go to our promotions page.

CARLSBERG FOR ENGLAND TEAM TALK PROMOTION 2010



You may have seen the branded Carlsberg bus at The Weighbridge in Jersey or next to The Liberation Monument in Guernsey. The Marketing Bureau teamed up with Ignite Europe Ltd to help with the Channel Island leg of the Carlsberg for England promotional tour where many entered their best team talks into the competition to meet some of the England Team. Our promotional staff in both Jersey & Guernsey enticed people to record their own team talk message, shoot goals and even have their image super-imposed onto the England team photo, which was then emailed to them for free.

Sarah Weeks (Ignite-Europe Ltd): It turned out to be a great success, the team and more importantly the visitors thoroughly enjoyed the trip to the Islands – so thanks for helping us out.

CHARTERED INSTITUTE OF MARKETING AWARDS 2009



A great time was had by all at this years' Chartered Institute of Marketing Awards. The event was held at The Hotel de France which was creatively themed by Delta Productions into a 1970's 'Studio 54' disco. The Marketing Bureau would like to say enormous congratulations to all the award winners and to thank our guests for making the night such a fun and enjoyable experience.

Thank you to our guests: Jim Shilliday, Jersey Airport - Jason Lewis, Lloyds TSB - Debbie Aspeling, Dandara - Bo Pinel, Jersey Airtel - Andrew Durham-Waite, Jersey Post - Oliver Appleyard, Seymour Group - Nigel Stansfield, Stansfield Signs - Thomas Stene - Radisson Hotel.

CHECKERS RE-LAUNCH SEPTEMBER 2009



The recent transformation of local Checkers stores culminated with a fantastic launch event on Saturday 26th September. Sandpiper once again engaged the help of The Marketing Bureau promotional team to generate a lively atmosphere around the stores.

AVIATION BEAUPORT OPEN EVENING 2009



Aviation Beauport held their annual open evening on Thursday 24th September. The Marketing Bureau are pleased to continue to work with the private jet terminal by handling their prestigious and exclusive advertising opportunities.

CREATIVE JERSEY EXHIBITION JULY 2009



Creative Jersey ran an industry showcase event to help raise the profile of creative and marketing services available in Jersey. Hosted at The Royal Yacht on Friday 10th July it provided the island's marketers, businesses and the general public an opportunity to find out more about what our industry can provide. There were over 22 very creative and colorful stands from TV, web and creative design.