

Pictures of the Invest in Cumbria advert and the 3D WOW Lounge installation at Finsbury Avenue Square, City of London, are attached.



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CUMBRIAN INVESTMENT MESSAGE GOES 3D **IN LONDON**

AN ADVERTISING campaign to entice investors and business to Cumbria has gone 3D at a ground-breaking installation in the heart of the City of London.

Invest in Cumbria placed a 15-second 3D advert to run at the futuristic “3D WOW Lounge” at Finsbury Avenue Square, a busy pedestrian walk way in the City of London and in close proximity to Liverpool Street Station. The advert is based on an existing website banner advert concept developed by the company’s Communications Manager, Luke Diccico, and Barrow-based company Bluepole Design.

The advert ran from November 15 until December 31 receiving 21 hours of airtime split across eight 42 inch 3D television screens that do not require special glasses to experience the effect of images floating out of the screens. The lounge was open to intrigued members of the public, with an estimated 500,000 people popping in to take a look at the display each week.

Luke Diccico, Communications Manager at Invest in Cumbria, said: “Our seven-week 3D advertising experiment has placed Cumbria into an exciting new arena of visual marketing. It allowed us to deliver positive messages about Cumbria’s investment potential to an increasingly technology-savvy audience at a prime location in the City of London, Britain’s financial capital.

“It is becoming clear that 3D is the future, so by getting involved at this early stage demonstrates to investors and businesses that Invest in Cumbria, and Cumbria, is willing to embrace pioneering technology and pioneering ways of marketing the County, above and beyond traditional print and web activity. This hasn’t been done by Cumbria before.”

Invest in Cumbria joined a number of prestigious top companies, including the likes of luxury private aviation provider Visajet and global asset management company Threadneedle, in advertising at the “3D WOW Lounge” – a futuristic tented structure. Balfour Global was responsible for devising the technology and handling advertising at the location. Finsbury Avenue Square is owned and managed by the Broadgate Estate, which includes land and offices in the vicinity of Liverpool Street Station and is home to some of the largest global companies.

Charles Firebrace, Head of Business Development at Balfour Global adds: “Our 3D project in the heart of the City of London has proved a tremendous success and we are proud to be working with organisations such as Invest in Cumbria who share the same vision as us in terms of the audience they are conveying their message to. We look forward to collaborating in the future.”

Ends

NOTES TO EDITORS

1: For more information contact Luke Diccio, Communications Manager at Invest in Cumbria on 07764772777 or email luked@investincumbria.co.uk

2: Invest in Cumbria is responsible for marketing Cumbria as an investment “destination” and provides a wide range of free and confidential services to companies looking to relocate or expand their business into Cumbria, in addition to supporting large businesses already trading in Cumbria. Working in partnership with a network of support agencies, local authorities, education providers and business professionals the Invest in Cumbria team can offer everything from project management services and advice on the best business sites and premises to guidance on investment packages and access to high quality training and recruitment support. To learn about how Invest in Cumbria can help your business visit www.investincumbria.co.uk

3: Invest in Cumbria is a company wholly owned by Cumbria County Council. www.cumbria.gov.uk

4: For more information regarding 3D technology contact Charles Firebrace, Head of Business Development at Balfour Global LLP on +44 7595 375 132 or email charles@balfour.tv

For more information on the 3D WOW Lounge visit <http://bit.ly/dNUEs1>