

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 travellers 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 Jerseys 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 colourful stands from TV, web and creative design.