



## PRESS RELEASE

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### **Virgin Media brings F1 world champion Jenson Button to Bluewater**

With the help of agency partners Bray Leino and iblinkworld, Brawn F1 sponsor Virgin Media has pulled off a major marketing coup by lining up new World Champion Jenson Button to race tomorrow (Tuesday) at a specially designated circuit at Bluewater shopping centre – a first for F1 and the first time a shopping centre has ever staged a racing event of this nature. With Brawn also winning the constructor's championship, Button's appearance becomes the highlight of Virgin Media's SpeedWeek50 experiential event – a 7 day programme that began on Wednesday October 14<sup>th</sup> to showcase the company's ultrafast 50MB broadband service.

Virgin Media's PR agency Bray Leino is orchestrating the media event, having partnered with retail marketing specialist iblinkworld. iblinkworld was brought in to produce the programme and activate the brand experience for shoppers.

Bluewater has undergone a Virgin Media makeover as it gears up for Jenson's arrival with LCD posters, publicity material and most notably, a huge SpeedWeek50 display beamed onto the famous Bluewater cliff.

Celebrating all things fast and furious, petrol heads are enjoying the SpeedWeek50 experience through a host of activities. Speed freaks can challenge their friends to a race on the latest super-fast Formula 1 Scalextric track or put the pedal to the metal with the new Codemasters Colin McRae: DiRT 2 game on Xbox 360. Bluewater visitors can road test Virgin Media's ultrafast 50Mb broadband in the best possible way, by catching up with Jenson's stunning championship winning drive on BBC's iPlayer, using Hewlett Packard's new Touchsmart PCs. They can also try out the latest gadgets from Virgin Media, including the V+HD box, which pauses, records and rewinds live TV, or TV On Demand, which gives instant access to thousands of TV shows, music videos and films. Samsung too has joined the party, showcasing their latest touchscreen smartphone, Samsung Jet, the fastest full touch handset on the market today.

Tomorrow sees Bluewater's road network transformed into a bespoke high-speed circuit where Jenson will race a super-charged Mercedes SL AMG. Shoppers can watch from designated viewing areas around the track. They will enjoy a specially-created 'paddock' where they can run the rule over Brawn's Grand Prix replica car, take their own drive in a Formula 1 simulator, check out a Mercedes showcase (a Mercedes V8 powers the Brawn

car) and get a special 'speedy car wash' for their vehicles. Having triumphed in various media-based competitions, several lucky people will become VIP's, with Jenson driving them around the circuit. Many others will relish a high speed trip around Bluewater on one of a posse of Virgin Limobikes.

The sense of celebration will be to the fore when Jenson answers questions from fans in a live Q&A session hosted by the BBC's David Croft.

For more information see Virgin Media's SpeedWeek50, visit [www.virginmedia.com/speedweek50](http://www.virginmedia.com/speedweek50).

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***About Bray Leino***

Founded in 1974, the Bray Leino Group provides clients with a fully integrated range of communication services spanning advertising, events, PR, digital, training and organisational development. Based in Devon, but with offices in London, Bristol and Scotland, it has a turnover of more than £56 million and employs more than 350 staff.

A top 20 advertising agency (Campaign – 9th November 2007) – and the only agency in the top 20 based outside London – Bray Leino believes in creating big, business-building ideas that deliver lasting commercial results.

Group clients include: Wrigley, BP, The Royal Mint, Symantec, Seagate Champion, WRAP and a host of government departments as well as brands such as Paul Smith, Ecover, Olbas, Ibuleve, Bazuka, Dentyl pH, Shloer, Aquascutum and Timberland.

Bray Leino is part of themission® – a national marketing communications and advertising group with 10 offices across the UK. The group specialises in providing national and international clients with award-winning marketing, advertising and business communications. Other group members include April-Six, Big Communications, Fuse Digital, RLA Group, Story UK and thinkBDW. themission® employs over 600 staff nationally and is listed on AIM (TMMG).

***About iblinkworld***

Founded barely 5 years ago by Alex Johns, iblinkworld has quickly developed a unique proposition as a brand experience agency with a retail marketing focus. iblinkworld uses the company's proprietary M.O.R.E (mobile, outdoor, retail and experiential) business ethos and technology assets to deliver award winning experiential campaigns for many blue chip brands and retailers. <http://www.iblinkworld.com>