

# //LOVE THE inverleigh STORY

October 22, 2015

Announcement

Inverleigh's sales team has returned from a highly successful two-week campaign attending industry trade events, MIPCOM and SPORTEL in Cannes and Monaco respectively.

The team of twelve sales and management staff conducted over 550 meetings across 7 attendance days at the events, presenting over 83 new titles and well over 2,000 hours of premium content.

The company also used the events to unveil its new branding following the recent change of name to Inverleigh, highlighted by the 'love the story' tagline. The rebrand was supported at the events by a striking exhibition stand, branding at the event's entrance and a range of new marketing materials including new website and offline presentation tools and brochures.

