

## New appointment brings new offering from Point

Technology driven marketing materials procurement management consultancy, Point has appointed Anthea Campbell as promotional goods manager.

Campbell and her team are able to assist clients in the sourcing of all promotional items from clothing to specialist gifting and gadgets. Included in the service is the effective management of the process and branding of items. By setting up a hub within corporates, the team gains a greater understanding of the overall marketing strategy, ensuring they are better equipped to: proactively put forward the best promotional solutions, to afford greater adherence to corporate CI and brand identity and to better match the client to the right suppliers.

Campbell comes from a publishing, design and writing background having produced a number of specialist handbooks. She has also worked extensively in the sales arena and brings a wealth of experience to the new position.

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