

Thorpe Lincoln Mortgage Consultants

Four Wheels, 38 Seats, and an Award For Innovative Advertising – Thorpe Lincoln Mortgage Consultants win award with help from Plymouth Citybus.

Thorpe Lincoln Mortgage Consultants, the local mortgage advice company, was announced this week as the winner of the Most Innovative Advertising Award, at the Mortgage Next award ceremony, held at The Belfry.

Thorpe Lincoln, who are based in the Royal William Yard, beat off stiff competition to achieve victory. Thorpe Lincoln's "TLM (tasty little mortgages) Bus", provided by Plymouth Citybus, was the key element in the judges decision. The judges were looking for a successful and innovative company, and felt that the bus stood out from the other candidates as a different way to present advertising.

Sylvia Bird, Plymouth Citybus's Marketing Manager said, "I am delighted that Thorpe Lincoln has won the award. We have worked with them to ensure they have an advertising medium that is difficult to miss."

Matthew Lincoln, Thorpe Lincoln's managing director added, "Citybus provided us with a means to advertise across the whole of Plymouth. As a company, we are constantly striving to be innovative. Using a bus gave us the opportunity not only to have our name transported around Plymouth, but also in a way that reminds people stuck in traffic that there is someone out there who can save them time and hassle in arranging their mortgage."

