



The Fairtrade Foundation has been working with Balfour on the Broadgate Tri-Screen project for the first time this summer. This initiative has given us and our partners the opportunity to showcase the story of Fairtrade to a wide – and potentially new – audience, in an attention-grabbing and innovative way that fits into their daily routine. Our contacts at Balfour have been professional and flexible throughout the process, accommodating changes when necessary. We look forward to evaluating how the audience has responded to the film over the coming months.

Lucy Hall | Marketing Manager

Fairtrade Foundation

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