



Public opinion platform B.heard unveil first national 'billboard conversation'

UNDER EMBARGO 00:00 13.03.17: Public opinion platform & customer champion B.heard today premieres the **first-ever 'billboard conversation' campaign**, deliberately designed to stimulate participation and conversation. They come at a time where the polls have continually got it wrong, think Brexit and Trump, more needs to be done to listen to what the people of this country truly think and feel. B.heard aims to fill that gap and facilitate necessary change by providing a platform that gives people a voice.

With thought-provoking national and local issues brought to life by legendary ad man Sir John Hegarty and award winning writer Neil Patterson. Starting in the city of Glasgow, these are the first billboards to be launched in a series of city rollouts that will be seen popping up all over the country.

The topics covered include:

National issues

Philip Green's knighthood
Nigel Farage
Brexit
Tax avoidance

Glasgow issues

The city's "super-hospital"
Independence referendum

The posters invite the public to Be heard @ B.heard, as well as encourage opinion and discussion on Twitter using the hashtag #Bheard. To view all of the billboards, and track the national conversation, visit:

<https://www.bheard.com/opinion>

B.heard is the UK's first values comparison site, focused on using public opinion to bring about real change. It rewards companies and organisations – from banks to energy suppliers - that are doing things well, and helps improve those organisations doing things badly, by informing them of how they need to change. This billboard campaign forms a part of its wider strategy to provide true freedom of choice for customers based on the things they find valuable.

Oscar Vickerman, Founder of B.heard, said: *"We are inviting everyone to join us in being the change we hope to see in the world. That's why we've created a platform for the issues that we all know are important, and have kicked this off in the streets of one of the leading cities in the UK."*

"People from all walks of life will come across our first-ever 'conversation billboards', and we invite you to become a part of national movement that give your thoughts and opinions a voice. #Bheard at Bheard.com"

Sir John Hegarty, Founder of The Garage Soho (and BBH) said: *"B.heard has the potential to fill a vital gap that currently exists between people and organisations. We've seen it with the Brexit vote, and then with Trump; every single voice matters. But somebody needs to be listening. People feel frustrated their voice isn't being heard, now it can be. That's why this billboard campaign is more important now than ever before, and we need every single person that wants change to join the conversation and make themselves heard."*

Forrest Group, who are the major operator of premium advertising sites in Scotland are providing access to their digital CityScreens™ inventory in Glasgow. Outdoor media veteran Eric Newnham's Talon Outdoor are providing the strategic thought and planning behind the Digital Out of Home (DOOH) media campaign. The DOOH execution was produced by Grand Visual, delivering daily updates throughout the campaign. These market leaders are showcasing how brands like B.heard can use this exciting medium and how advertisers can portray strong and relevant messages to a mass audience.

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About [B.heard](#)

B.heard action your opinions. Be it public opinion on a political, economic, or social matter. Or simply the likes and dislikes people have about a company or institution. B.heard is the UK's first values comparison site, focused on using public opinion to bring about real change. By providing transparency on key information for both public and private sector organisations they help ensure customers can evaluate whether they are being offered true value, beyond just price. Backed by high-profile ambassadors and investors, including legendary adman Sir John Hegarty and pioneering venture capitalist Tom Teichman, B.heard rewards companies who go above and beyond for their customers. B.heard allows customers to share their experiences of energy, health, phone, finance, education and broadband providers – or even their local council. (<https://www.bheard.com>)

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About [The Garage Soho](#)

The Garage Soho are investors and brand builders. The Garage Soho create a valuable business there needs to be a brand that will ensure defensibility against the plethora of challenges a business will encounter; new technologies, competitors, pricing and more. The Garage Soho brings together the best of business, finance, investment and strategy from Spark with the best of brand building, planning and media from the BBH team. (<http://www.thegaragesoho.london>)