

# Golden Charter plans for the future with MediaCom

✖ Golden Charter, the UK's leading funeral plan provider, has appointed MediaCom Edinburgh to handle its multi million pound media planning and buying account, following a competitive pitch.

After a long period of significant growth, the Glasgow based funeral plan provider is aiming to continue to increase its industry leading market share through innovative expansion.

As Golden Charter expands and diversifies further into the later life planning market, the company is aiming to make its legal services offering as successful as its primary funeral plan product has been.

Head of Marketing for Consumer Sales at Golden Charter, Linzi Clingan, said: "As we continue to grow and diversify, we need partners who can support us to deliver a more integrated approach across a wider range of media channels. MediaCom's experience and expertise will help us achieve that."

David Shearer, Managing Director of MediaCom Edinburgh, said: "We are delighted that Golden Charter decided to work with us. It is always satisfying to bring a successful piece of local business back to Scotland and we are excited about the prospect of taking their business on to the next level."