

The Counter gets its own TV advert

By winning a competition the owners of coffee shop in a police box The Counter will be able to promote their business on national TV.

Just over a year ago, Ali and Sally McFarlane decided to follow their dreams, put their money where their mouth was and open stand-out cafes in Scotland's most unique locations. Starting with a disused police box in Morningside, Ali and Sally launched their first shop, The Counter.

Over the past year business has boomed, The Counter has expanded rapidly and Ali and Sally now have three police box coffee shops in Morningside, Tollcross and on Lothian Road outside the Usher Hall.



The Counter before its makeover!

But it's only now that the couple are able to take their business to the next level. Ali and Sally will have their small business advertised on primetime television across the nation.

In October, the couple entered a '15 Seconds of Fame' competition hosted by mobile payments company [iZettle](#) where they had to submit a 15 second video to be in with a chance of winning their own television advert. as you will see if you click [here](#).

Hundreds of small businesses across the UK entered and with only seven winners, competition was tight. But in true The Counter style Ali and Sally managed to make their business stand-out.

As winners of the competition, Ali and Sally will see their advert broadcast up and down the country for a week in November. It will be shown on channels such as Sky News, Sky Sports and Comedy Central.

“The past 15 months has been a whirlwind for us but winning this competition and having our independent coffee business broadcast on primetime television really is the icing on the cake,” says Ali. “We entered the competition to show off our business and iZettle is kindly letting us show off our hard work”.