**Three Pins 5G Hopes on Newfound 'Britishness'**

The push is an evolution of Three’s ‘Phones Are Good’ proposition, which Halliwell has been leading for the past two years. It's been created to push the rollout of Three’s 5G service across the UK and offers a taste of a fun-filled and connected world powered by the technology, which, quite frankly, couldn’t look further from a rainy, post-Brexit Britain.

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<https://www.thedrum.com/news/2020/02/26/three-pins-5g-hopes-newfound-britishness-and-epic-media-buys?utm_campaign=Member_Update&utm_source=pardot&utm_medium=email>