Bromley Schools Collegiate pursues Graduates with Media Agency Group

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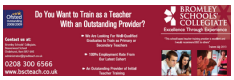
Media Agency Group have coordinated a multi-format advertising strategy for Bromley Schools' Collegiate, looking to recruit well-qualified graduates as trainee primary and secondary school teachers. The marketing approach will come from several angles, utilising the formats of bus rears, 6 sheet billboards and social media to target potential candidates. Buses based in Bromley will display 4 weeks of adverts from the 14th October, with a fortnight of billboard reinforcement from the 4th November. Facebook and LinkedIn activity will launch on the 23rd October, running for 3 months and 2 months respectively.

The advert follows the establishment's maroon colour scheme, placing the Bromley Schools' Collegiate logo on the right hand side along with images of teacher trainees. A central headline asks 'Do you want to train as a teacher with an outstanding provider', endorsed by the Ofsted Outstanding logo to the left. A contact address, telephone number and website all allow onlookers to access further information.

Bromley Schools Collegiate is partnered with 9 secondary and 8 primary schools across the London Borough of Bromley, with a 100% employment success rate for teachers training in the 2012/13 academic year. The selected marketing avenues will place Bromley Schools Collegiate in environments accessed by new graduates, with bus and billboard adverts securing the brand in outdoor spaces while digital activity will tap into networks regularly visited by this demographic.

CEO of Media Agency Group, Lee Dentith, said: "The combined usage of bus rears and 6-sheet billboards will allow Bromley Schools Collegiate to enjoy frequent exposure through a geographically relevant municipal. Placed in areas visited on a recurring basis, the adverts are unavoidable and will establish a presence within audiences. Entering the online spectrum, there is no better way of reaching those fresh out of studying than to appear on social media networks."

Media:



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