Caring Careers are Encouraged with Media Agency Group and Skills For Care

Friday 28 February, 2014

Media Agency Group is working with Skills For Care to promote careers in adult social care, using a multi-format campaign.

A week-long UK radio campaign will launch on the 3rd March across Capital stations, with corresponding bus interior advertising running throughout Manchester and the South West for four weeks.

30 second radio spots will be broadcast on seven Capital stations, to include Capital London and Capital North East. The adverts engage with listeners and encourage them to consider a career in social care through an upbeat soundtrack and positive language. Repetition of the phrase ‘think about…’ creates a memorable and impactful advert. Highlighting the many career options available, the advert encourages response by concluding with a number for listeners to text to find out more.

Clear and informative bus headliners will reinforce the campaign by targeting commuters on Manchester and the South West’s buses. Engaging and emotive, the adverts again encourage response with the inclusion of contact information.

As an employer-led workforce development body for adult social care in England, Skills For Care works with more than 17,000 adult social care employers and other partners; developing skills, knowledge and values of the 1.5 million workers in the sector.

Lee Dentith, Media Agency Group CEO, said:
“By dominating both radio and transport advertising across a wide variety of regions, Skills For Care’s campaign will access a broad scope of audiences, resulting in engaging the right people to consider a career in adult social care.”

Media:



Related Sectors:

Media & Marketing :: Public Sector & Legal ::

Related Keywords:

Radio :: Advertising :: Spots :: Bus :: Headliners :: Passenger Panels :: Capital ::

Scan Me:

Company Contact:

Media Agency Group

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.mediaagencygroup.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mediaagencygroup.pressat.co.uk