

E2W use Out of Home International to Find People Like You

Thursday 21 November, 2013

[Out of Home International](#) has been appointed by market relationship management service E2W for the launch of a local outdoor strategy to recruit employees. A [6 sheet billboard](#) campaign will reach passengers at Tonbridge station, on display for 2 weeks from the 18th November.

The advert focuses on an individual case study, using the strapline “work life – you can have the best of both” illustrated by the image of a mother rushing through the city with a child. The E2W website and logo are incorporated into the creative, and the text “we are growing and need more people like you” is followed by a contact e-mail and telephone number.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: “The use of 6 sheet billboard advertising at Tonbridge station will allow E2W to resonate across a daily commuting audience travelling to and from work, with the campaign positioned in the busiest station near E2W headquarters.”

Media:



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Tonbridge :: Kent :: e2w :: Recruitment :: Employment :: Marketing ::

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