First Direct Launches Scotland Recruitment Push

Tuesday 8 December, 2015

Out of Home International is working with Britain's “most recommended bank,” **First Direct**, on a new recruitment campaign for Customer Service Representative vacancies at its branch in Hamilton, Scotland.

Impressive 48 sheet billboards are targeting those in Hamilton and its surrounding areas, with several advertisements highlighting the benefits and job satisfaction currently being offered by First Direct through these exciting new positions.

The striking black and white advertisements are in keeping with First Direct's signature branding and are **eye-catching** in their design. They have been strategically located to target those in specific areas who may be interested in progressing their career by joining First Direct.

Billboard advertising provides brands with **high exposure campaigns** which have the potential to reach a large and diverse audience by targeting areas with high footfall.

"Outdoor advertising will have a strong impact on local residents in and around Hamilton"

First Direct has branches in **Hamilton and Leeds**, offering a range of traditional banking services whilst providing customers with 24 hours a day, seven days a week customer service.

It is currently recruiting both part-time and full-time **Customer Service Representatives** with a range of benefits on offer, from parking to pension schemes. Those interested can head to www.firstdirect.com/jobs for more information and to apply.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said:

> “Out of Home International is pleased to be coordinating this new out of home ad campaign to help First Direct with their winter recruitment push. Outdoor advertising will have a strong impact on local residents in and around Hamilton and I'm sure the bank will see some great candidates applying as a result of this eye-catching campaign.

Media:











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