

JanRo Takes its Training to South Wales with Transport Media

Monday 12 May, 2014

Training provider JanRo is using advertising coordinated by [Transport Media](#) to promote its services across South Wales.

Informative [bus rear adverts](#) will run from May 12th on buses in Aberdare, Merthyr, Cardiff and Swansea.

The four week campaign is being launched to promote the variety of training opportunities available to Welsh residents wanting to gain essential skills such as industrial or teaching and assessing qualifications.

The adverts attract attention from motorists by asking "Do you need to learn a new skill or improve your job prospects?" before providing the JanRo web address and contact number as a call-to-action.

Bus rear advertising provides a high dwell time advertising format - giving audiences the chance to fully absorb a brand's message when stationary at bus stops or traffic lights, or by following a bus down a particular route. Highlighting the key points of JanRo's services creates an easy to read campaign perfect for this format of advertising.

JanRo have been delivering high quality training across South Wales for 8 years; excelling in building confidence, increasing motivation and helping people from all walks of life achieve their goals.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:
"Driving bus advertising across targeted areas is a great way to reach a diverse yet location-specific audience – whether that is motorists, passengers or pedestrians. Positioning this campaign on bus rears will help create a real presence for JanRo throughout South Wales."

Media:



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