Media Agency Group delivers recruitment campaign for the RAF

Tuesday 21 October, 2014

Media Agency Group is pleased to be furthering its relationship with the Royal Air Force by coordinating a multi format outdoor campaign.

Rail 4 sheets and 6 sheets will be displayed throughout the Cambridge, Oxford, Bedford, Stevenage, Luton and Peterborough regions from October 20th.

6 sheets will also feature at prominent roadside locations as part of the targeted campaign.

The two week billboard campaign will be reinforced with bus rear advertising from October 27th, lasting for four weeks.

The RAF Regular and Reserve Intelligence Reserves campaign advertises the opportunity to serve in the Royal Air Force alongside a full time job.

The eye catching 6 sheet and 4 sheet designs highlight some of the roles available, as well as incentives of the job; including 'Annual tax-free bounty' and the 'Opportunity to travel'.

Phone numbers and social links are included at the base of the campaign as a means of encouraging audiences to interact with the adverts and explore the opportunities available with the RAF.

Lee Dentith, CEO of Media Agency Group said:

"We are delighted to be working again with the RAF after previously coordinating successful recruitment campaigns. The use of a variety of outdoor media maximises reach to audiences and helps create a memorable campaign across select regions."

Media:



Related Sectors:

Manufacturing, Engineering & Energy :: Men's Interest ::

Related Keywords:

RAF :: Billboard Advertising :: Bus Rear Adverting :: 6 Sheets ::

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