Northrop Grumman Targets the Cyber Technology Industry with Out of Home International

Wednesday 13 November, 2013

Out of Home International are launching an outdoor campaign for global security company Northrop Grumman, aiming to raise awareness for their latest recruitment initiative. A combination of 6 sheet and 48 sheet billboards will be present in Gloucester from the 4th November, running for 2 weeks to entice those interested in a cyber technology career.

The deep blue background is split in two by the image of laptop computers accompanied by a stream of numbers and job possibilities, such as “secure code development” and “cyber forensics”. Prompting candidates to “join us”, the advert presents the date, time and location of its Gloucester recruitment event, followed by the company website and logo.

Northrop Grumman supplies government and commercial customers across the world with their innovative security solutions, using cost-effective and pioneering technologies to execute strategies across major markets including public safety, cyber security and the Armed Forces.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “As a leading global business, Northrop Grumman will generate interest across Gloucester through outdoor advertising, with the mixture of 6 and 48 sheet billboards cementing the brand through the area. The 48 sheet space has a particularly high-impact effect, with its long visibility range also allowing road users to benefit from the message.”

Media:



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