Radio Airtime Media Promotes Lanes Group Recruitment Campaign on Talksport Radio

Tuesday 1 September, 2015

A new recruitment campaign has been launched by Lanes Group Plc, with radio advertisements airing on the popular Talksport radio station. Coordinated by Media Agency Group's specialist radio advertising subdivision, Radio Airtime Media, the campaign is currently broadcasting across the airwaves on the world's biggest sports radio station in London.

The 30 second advertisements promote a range of fantastic available job vacancies at the UK's leading drainage and wastewater utilities company, Lanes for Drains, part of Lanes Group. These include Category 2 HGV and LGV drivers, experienced drainage engineers and driver's assistants, as well as new and experienced workers for the business' expanding lining division. By airing the adverts on Talksport, the campaign will reach a large and diverse audience in order to target the perfect candidates as Lanes for Drains looks to recruit in the North London, South London and Thames Valley areas.

Lanes Group is a wastewater solutions provider at the heart of the UK drainage industry. With over 1200 employees, the Lanes Group is the UK's largest independent drainage specialist with three branded companies and several operating divisions across the UK.

The radio advertisement encourages those interested in working for Lanes Group to **text the word 'LANES' to 66777** to find out more. You can listen to the new advertisement on the Media Agency Group AudioBoom account here.

Managing Director of Radio Airtime Media's parent company Media Agency Group, John Kehoe, said:

> "It's great to have been involved in this brilliant recruitment campaign for Lanes Group, and we're all thrilled to have secured valuable airtime on the hugely popular Talksport radio station. I'm sure that this latest campaign will result in some great candidates getting in touch about some of the fantastic job opportunities on offer at the company."

Media:



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