Skanska keeps drivers on the ball with Radio Airtime Media

Wednesday 16 October, 2013

Multinational construction firm Skanska have collaborated with Radio Airtime Media in a campaign that reminds drivers to pay extra care to those working on our roads. From the 14th October, the 2-week initiative will be aired across the South West coast broadcast regions of Heart radio.

The 30-second spot narrates the tale of a construction worker who was “stacking cones on the back of a truck” at 4am, and subsequently killed by a lorry driver who “had fallen asleep”. The dialogue adds context to the worker by revealing his name is David, and pointing out that he is a brother, nephew, son, husband, and, finally, “my daddy”. The advert concludes with a warning to “take extra care and help to keep our roadworkers safe”.

Founded and based in Sweden, Skanska are operational across Europe, North America and South America. They provide construction solutions for both commercial and residential projects, from designing infrastructure to building and maintaining highways and motorways, including the M4, M5, A303, A36, A46 & A40 in the West of England. Radio advertising will transport Skanska’s message across its target audience of road users, reaching them at a relevant time and place.

CEO of Radio Airtime Media’s parent company Media Agency Group, Lee Dentith, said: “With many drivers choosing radio as their preferred in-car audio choice, Skanska will gain optimum exposure for their message, with Heart standing as the UK’s biggest commercial radio brand.”

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