

Ambition24hours

"I rely on TMA for expert marketing advice and creative delivery. They possess the skill, integrity and workrate to help me expand the business further and are therefore ideally placed to make the difference for UK businesses that are really serious about profitable growth."

Penny Streeter OBE



Founded by Penny Streeter, Ambition 24hours specialises in personnel recruitment and management for the health, care and education sectors. It has achieved an unprecedented rate of fast track growth of 256% pa since it was established in 1996 and has won many industry accolades – including the 'Fast Track 100' Award for the Fastest Growing UK Company. www.A24Group.co.uk

Branding

We developed the corporate branding to reflect the status and values of this 24 hour company and also support the secondary branding requirement across the trading divisions of the organisation within both off and on-line media environments. Designed to ensure consistent representation of the brand with sufficient flexibility to tailor the deliverables to the needs of their markets and customers.

Media Planning & Buying

Ambition 24hours manage some 15,000 agency nurses and care assistants, locum doctors and allied healthcare professionals, supply teachers, lecturers and social workers. The requirement for new candidates is paramount to the continued growth of the business. Integrated national, regional and on-line advertising is planned and scheduled with a major focus on ROI to ensure that, through regular analysis and reporting, the advertising is consistently optimised to the better performing media.

Advertising

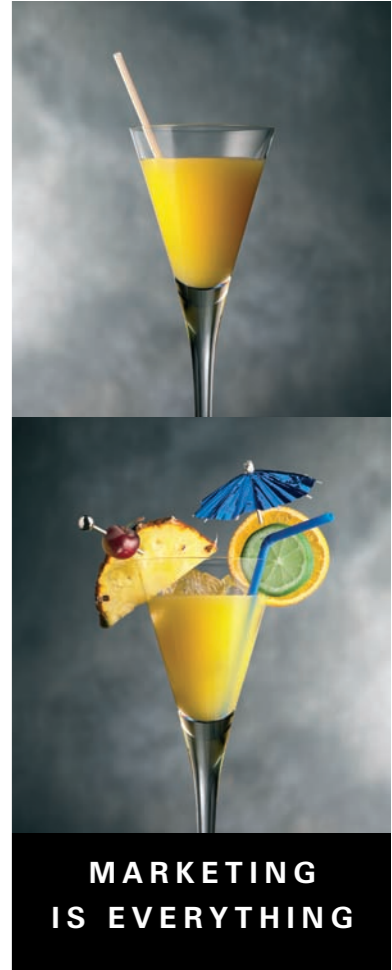
Ambition 24hours specialise in the last minute placement of skilled personnel and they are a true 24/7/365 organisation. The advertising campaign therefore focuses on this USP and conveys this in a simple yet compelling manner with strong headlines and dynamic imagery. The corporate branding is also reinforced together with clear calls to action.

Creative Design

Working closely with the Sales Teams, we have devised and developed a range of sales tools to support the sales effort, comprising candidate and client service information literature, presentation aids and leave-behind material. We are firm believers in the form follows function philosophy, so firstly we ensure the solution is fit for purpose – in doing so, we suppress the 'solution by design' tendencies too prevalent in our industry.

Exhibition Support

Trade exhibitions play an important role within the overall marketing strategy. We plan and schedule all requirements before, during and after the show to maximise visitor traffic across the stand, secure lead information and then follow through with database driven contact activity to both enhance the customer experience and develop the prospect pipeline.



MARKETING IS EVERYTHING

Branding

Media Planning & Buying

Advertising

Creative Design

Exhibition Support

TMAKES THE DIFFERENCE