

The Mission Marketing Group plc

Story makes a major government initiative its business

13 January 2010

Mission agency Story, kicks the year off with a multi-media campaign for Skills Development Scotland's Modern Apprenticeships programme. The campaign, part of a Scottish Government initiative, covers online, radio, colour press and taxis.

The campaign targets businesses of all sizes across a range of sectors. The Modern Apprenticeships scheme enables businesses to offer a comprehensive training programme, devised by Skills Development Scotland, for anyone over the age of 16. The apprentice works towards completing training and achieving recognised qualifications whilst in paid employment, while the business receives a grant for providing a Modern Apprenticeship place. Existing, as well as new employees, are able to take part in the programme.

Story created the campaign positioning – 'Make Modern Apprenticeships your business' – to act as a call to action, as well as firmly establishing that the campaign aims to target and recruit employers to the scheme, rather than apprentices in this instance.

Mission CEO Iain Ferguson said, "We are delighted that Story is supporting another valuable initiative from The Scottish Government, helping businesses stay ahead and motivate their workforce."

For further information contact Caroline Campbell on 0131 552 3376 or caroline@edinburghpr.com

Notes to editors:

www.themission.co.uk

th^emission® is a national marketing communications and advertising group with 11 offices across the UK. The Group specialises in providing national and international clients with award winning marketing, advertising and business communications.

Group members include April-Six, Bray Leino, Big Communications, Fuse Digital, rla Group, Story UK and thinkBDW. th^emission® employs over 550 staff nationally and is listed on AIM (TMMG).