



TRO appointed to re-design RAF mobile recruitment vehicles

Following a competitive pitch process, experiential agency TRO has been appointed by the Central office of information (COI) on behalf of the Royal Air Force to redesign the fleet of mobile promotional units used by the RAF as part of its recruitment campaigns.

Says TRO Chief Executive Rob Allen: “This project will involve reworking 10 mobile recruitments vehicles – updating existing assets and incorporating more interactive elements.”

The RAF offers over 50 career opportunities, including school leaver training, university sponsorships and specialist posts for professionals bringing expertise from other sectors.