**National radio competition offers career opportunity at Global**

*Creative competition offers a foot in the door at one of Britain’s biggest radio companies*

A radio advertising competition is offering the opportunity for a budding marketeer to get a foot in the door at British media & entertainment group Global.

The creative competition Creating Waves, now in its second year, is offering one talented winner a work placement at Global, home to some of the UK’s best loved radio brands including Heart, Capital, Classic FM, Smooth, LBC, Radio X and Gold.

The challenge asks creative hopefuls to submit a 30-second radio ad script for the chance to further their careers. It is run by personal injury advice service National Accident Helpline. The company has partnered this year with Global following the successful launch of the competition in 2015.

Beth Powell, National Accident Helpline’s Marketing Director, said: “Last year’s competition showed us just how much talent there is in this competitive industry. We feel it’s important for marketing specialists such as National Accident Helpline to support aspiring creatives to get a leg up in their careers.

“Global is a dream partnership for this year’s competition. The opportunity for budding advertisers to gain access to Global’s world-famous studios in London, and for their work to be examined by top industry experts, will open doors for our winner and shortlisted entrants.”

Simon Forster, Creative Director at Global, became the driving force behind the partnership after spotting an article about the competition in a Radiocentre publication. He said: “I got in touch with National Accident Helpline after spotting an article about last year’s winner, Michael Kettles. It was really inspiring to see what they were doing for promising creatives and I thought there was a lot of potential for Creating Waves to be even bigger and better this year. I’m really excited that we’ll be making a difference to aspiring creatives who deserve an opportunity to get a foot in the door.”

Last year’s Creating Waves winner, Michael Kettles, studied Creative Advertising at the University of Huddersfield. He says that winning Creating Waves has been great for his CV.

When asked what advice he would give to this year’s entrants, he said: “Imagine you’re talking to one person, right next to you. Would you scream and shout? Use overly complicated language? Keep it simple, be honest and have fun with it.”

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You can listen to Michael’s winning ad here: <https://www.national-accident-helpline.co.uk/about-us/news/press/creating-waves-winners-script-brought-life>

To find out more and enter Creating Waves 2016, visit: <https://www.national-accident-helpline.co.uk/creating-waves>