Aberystwyth University Shows its Qualities with Out of Home International

Tuesday 5 November, 2013

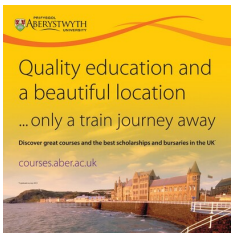
Out of Home International are implementing a 2-week outdoor advertising initiative for Aberystwyth University, inspiring students to study there. Commencing on the 4th November, the campaign will see a 6 sheet billboard presence at Shrewsbury and Birmingham New Street stations, followed by further billboards at Birmingham International and Telford Central stations from the 18th November. The London Midland rail network will display adverts on train car panels for a total of 4 weeks, also beginning on the 4th November.

A picturesque image of Aberystwyth fades into a yellow backdrop, displaying the strapline “quality education and a beautiful location”. The university logo and website are integrated into the design, along with a reminder that the Welsh town is “only a train journey” from the chosen advertising sites.

Located along the west coast of Wales, Aberystwyth contains the Prince of Wales amongst its alumni and was recently voted the best university town in Wales and 8th across the entire UK by MSN Travel. The towns of Shrewsbury and Telford both lie within 2 hours of the university, followed by the cities of Wolverhampton and Birmingham which are a further hour away. As students customarily move outside their hometowns to embark on their university journey, Aberystwyth positions itself as an ideal location for these West Midlands locations,

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “By targeting these significant locations, Aberystwyth University will elevate its status across a relevant student body, with a rail presence also reaching surrounding commuters and visitors.”

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