

Blackburn College uses Outdoor Advertising to Target Students

Wednesday 2 July, 2014

Blackburn College is inviting prospective students to attend their drop in advice events with a billboard campaign coordinated by Media Agency Group's specialist outdoor division, [Out of Home International](#).

High impact [48 sheet billboards](#) will feature at four key sites for two weeks commencing June 30th.

The infographic style campaign highlights that 9 out of 10 of the college's students are in "in employment or further study within six months" of leaving. The strapline "Stay local. Go far" targets local students; encouraging them to realise the potential that studying at Blackburn College can offer.

The college is advertising its series of drop-in advice events between the 7th and 10th of July, where interested students and their parents can discover more about studying in Blackburn. A dedicated website address is also detailed as a means of encouraging online course applications.

48 sheet billboards are a striking format to generate interest and attention in a targeted area. Unavoidable by road users or pedestrians, the eye-catching design will resonate with students considering their options for future education.

Lee Dentith, CEO of Out of Home International's parent company Media Agency Group said:

"This campaign is perfectly timed and positioned to reach out to students during the exam result period. Billboard advertising offers a fantastic opportunity for Blackburn College to do dual advertising in one place – promoting both the drop-in events and their impressive success statistics."

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