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."

Media:



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