Cirencester Deer Park School Reaches Students with Out Of Home International

Friday 2 May, 2014

Out Of Home International has teamed up with Cirencester Deer Park School to display rail station banners at Kemble Rail Station.

The campaign will run from the 5th May for eight weeks to attract parents and potential students to attend open mornings throughout the year. A second stage of advertising will commence in August to further reinforce the school's message.

The banner advertising encourages pupils to consider staying in Cirencester to receive first class education, and to use their local sate funded comprehensive rather than ravel to more distant selective schools. This message is supported by illustrating the grades achieved by some of their high-performing students. Deer Park School's contact information is clearly displayed as a call-to-action.

Mesh banners, when positioned at train stations are a great way to attract the attention of daily and local commuters who visit train stations on a regular basis; acting as the perfect media format to engage a moving and affluent audience.

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

"Positioning this campaign at Kemble station will demand attention from a local and targeted audience for Deer Park School. We are pleased to be delivering this campaign which is sure to encourage engagement and raise awareness of an already first-class institution."

Media:



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Education & Human Resources ::

Related Keywords:

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