Halesowen College Attracts Students with Out of Home International

Wednesday 30 October, 2013

Following their January advertising activity, Halesowen College continues to work with Out of Home International to target prospective local students, with an outdoor campaign launching on the 21st October that showcases the school's open days on the 8th and 9th November. A combination of 6 sheet and 48 sheet billboards will be implemented regionally, remaining on display for 2 weeks.

The Halesowen College headline introduces the advert, with event dates and times displayed beneath in bold lettering. An image of Halesowen students lies below, alongside the school address and website.

Nestled in the West Midlands, the town of Halesowen is just 20 minutes outside the city of Birmingham, providing the region with further education options ranging from A-Levels to diplomas and part-time courses. The expansive 48 sheet billboard provides a high-impact creative space with which to target the Halesowen catchment area, supported by the easily accessible 6-sheet format.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "Having previously used this combination of billboard sizes, Halesowen are clearly comfortable with the level of engagement they receive, gaining regional footage by directly targeting geographically relevant spaces."

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