New UK Education Campaign Targets International Students in Manchester

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Media:



A new Manchester-based outdoor advertising campaign has been launched this week, with **Out of Home International** working alongside the United Kingdom Education Centre to produce a range of exciting ads on some of the city's busiest streets.

This long-term campaign, which has been running since Monday 20 July, highlights UKEC's status as one of the country's most experienced and professional education agencies. The **strategically-located advertisements** appear on lampposts on Manchester's Oxford Street and Portland Street, offering high exposure in busy areas close to the heart of the city's main university campuses and the bustling 'Chinatown' area.

The advertisements focus on several services offered by UKEC, including details of its Manchester-based higher education establishment, Excel College. Out of Home International is also promoting UKEC's private accommodation services, its university advice offering and its 16 years of industry experience. **The campaign features ads in both English and Mandarin Chinese**, appealing to UKEC's vast international target market.

Founded in 1999 by a group of former international students based in the UK, UKEC offers guidance and assistance for those from abroad who are looking to study in the UK, primarily at university level. It is a proud partner of over 50 of the top 100 UK universities and is a recognised member of UCAS.

Managing Director of Out of Home International's parent company **Media Agency Group**, John Kehoe, said:

> *"Lamppost advertising is a great way to reach vast numbers of pedestrians with your brand, and we're delighted to have secured such prime ad space on two of Manchester's busiest streets. This long-term campaign will give UKEC a huge presence on the city and will undoubtedly be a huge success – we look forward to working together again in the future."*

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