

## NHS 111 reaches Nottingham with Advan.co.uk

Tuesday 26 November, 2013

Advan.co.uk have coordinated a marketing initiative for Nottingham City NHS Clinical Commissioning Group (CCG), projecting the ongoing NHS campaign to relieve the pressure on Accident and Emergency departments.

A promotional Advan will support a wider multi-format campaign, running alongside radio, billboard and phone box advertising across the city of Nottingham.

A striking yellow background is used to promote the use of NHS walk-in centres and pharmacies as an alternative to A&E, with support provided by the free NHS 111 helpline. With creative space equivalent to that of a 48-sheet billboard, the Advan will effectively expose the Nottingham City NHS CCG message regionally.

### Media:



### Related Sectors:

Health :: Medical & Pharmaceutical ::

### Related Keywords:

Nottingham :: NHS :: 111 :: Advan :: Outdoor :: Advertising ::

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## Company Contact:

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[Advan.co.uk](https://www.advan.co.uk)

T. 0203 627 5683

E. [advan.co.uk@gmail.com](mailto:advan.co.uk@gmail.com)

W. <https://www.advan.co.uk>

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