NHS 111 targets Nottingham with Media Agency Group

Monday 11 November, 2013

Media Agency Group is working with Nottingham City NHS Clinical Commissioning Group (CCG) in order to minimise unnecessary Emergency Department visitors by promoting the free NHS 111 telephone service. A 2-week radio advertising campaign will launch on the 11th November across the Nottingham region of Capital FM. This will be supported by 48 sheet billboards and telephone boxes located across the city in November and December, reinforced by bus adverts through December and January.

Offering high-impact creative space, the 48-sheet billboards present the number '111' in a simulated orange sunshine upon a luminous yellow background, endorsed by the NHS logo. Inviting the public to "call 111 – it's FREE", the artwork presents a series of alternatives to the Emergency Department, such as pharmacies, surgeries and walk-in centres. The advert also includes the NHS Nottingham City CCG website and invites onlookers to "pick up a leaflet" for further information.

The multi-faceted approach of radio and outdoor advertising will ensure that Nottingham residents are made fully aware of the campaign message, with radio adverts infiltrating the personal space of audiences. Billboards will drive the campaign across the region, exposing the NHS 111 service across pedestrians and road users alike.

Lee Dentith, Media Agency Group CEO, said: "By dominating both outdoor and radio sites, Nottingham City CCG will access their target proximity audience, reaching various demographics through the use of several formats."

Media:



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