

NHS in Worcestershire offers the correct services with Out of Home International

Tuesday 19 November, 2013

[Out of Home International](#) is launching a multi-format advertising strategy for the NHS and Local Authority in Worcestershire, boosting the continuing initiative by the NHS to direct patients towards using alternatives to A&E where possible. A 4-week [bus advertising](#) campaign will commence on the 25th November, comprising the format of single-decker streetliner adverts and interior headliner panels across vehicles based in Worcester and Redditch depots.

Pharmacies in these areas will also be distributing branded bags, with further reinforcement through 6-sheet billboards which will be in place for 2 weeks from the 2nd December. Promotional staff will also be targeting the public in Worcester and Redditch during November and February for 6 days.

A collection of creatives are used to project the campaign message, all working to minimise unnecessary A&E usage. Titles such as "Is A&E right for me?" and "You don't need to waste time in A&E" are boldly presented, along with the statement "if you use the right service it helps us to do our job properly". The NHS logo endorses all artwork, and a dedicated website is displayed to allow onlookers to access further information.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "A combination of bus and billboard advertising will increase coverage across the target areas, with both bus formats providing access to both internal and external pedestrians. Additional advertising on pharmacy bags will take the campaign directly into the hands of those with an increased likelihood of using NHS services."

Media:



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