# OOH International Promotes Aberystwyth University on the Biggest Digital Screen in Europe

**Wednesday 19 August, 2015**

**Out of Home International** is delighted to showcase a new multi-format advertising campaign alongside the prestigious Aberystwyth University, which sees its advertisements featured on Europe's largest digital advertising screen.

The campaign, which has been running throughout August to tie in with the summer's university clearing admissions, promotes Aberystwyth University across a range of exciting formats, including **rail 6 sheets** in some of the UK's busiest stations. **Bus rear advertisements** are also live across Birmingham, Bristol and Cardiff, having been coordinated by OOH International's sister company, **Transport Media**. The university also promotes its brand on Europe's largest digital LED advertising screen, located just outside of Walsall Football Club's stadium at Junction 9 on the busy M6 motorway.

Established in 1872, Aberystwyth University offers students first-rate teaching backed up by some of the best research in the United Kingdom. It has a range of fantastic courses still available for those prospective students who are looking to attend university in September through the UCAS clearing process. Those interested can get in touch with the university through its freephone number 0800 121 40 80 or visit www.aber.ac.uk/clearing.

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

> *"Out of Home International is thrilled to be working with Aberystwyth University on its summer clearing advertising campaign, and we're particularly happy to have secured ad space on Europe's biggest digital screen on the M6. The creative looks fantastic and we're all confident that the campaign will lead to some positive results with plenty of new students joining the university in September."*

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