

## ?Out of Home International and Lincolnshire Council promote Free Childcare campaign

Tuesday 16 December, 2014

[Out of Home International](#) has teamed up with Lincolnshire Council to launch a multiformat outdoor campaign.

The campaign, which will launch on Monday 15th December for a total of 3 weeks, will feature on phone boxes and 6 sheets in the area. [Phone boxes](#) and 6 sheets are the ideal format for campaigns seeking to target specific geographical areas with their roadside content.

Lincolnshire Council is promoting their free childcare for 2 year old service, which offers up to 15 hours of free childcare per week during term time, or can be stretched to 48 weeks a year at 12 hours a week (subject to childcare provider). The advert, which depicts children playing in a nursery, highlights the importance that using a childcare which encourages interaction with other children can have on a child's wellbeing and overall happiness.

Lee Dentith, CEO of Out of Home International's parent company [Media Agency Group](#) said 'We are very proud to be helping to promote such a worthwhile cause. Free childcare can be remarkably helpful for young families and the roadside advertising formats of telephone boxes and 6 sheets utilised in this campaign will be incredibly effective in targeting the relevant geographical area. We are positive that this campaign will help spread the awareness of this important service.'

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### Related Sectors:

Children & Teenagers ::  
Government ::

### Related Keywords:

Outdoor Advertisement ::  
Lincolnshire Council :: Out Of Home International ::

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