

?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.'

Media:



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

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