?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:



Related Sectors:

Children & Teenagers :: Government ::

Related Keywords:

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

Scan Me:

Company Contact:

Out of Home International

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.oohinternational.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.oohinternational.pressat.co.uk