# Out of Home International Help Promote Cornwall Apprenticeships

**Tuesday 18 February, 2014**

Cornwall Apprenticeships are encouraging both parents of young people and employers to consider Apprenticeships, with an outdoor advertising campaign.

Out of Home International have been chosen to help implement the campaign by launching 48 sheet billboard adverts across Cornwall.

From February 10th, the four week campaign will appeal to a mixed audience by encouraging parents to consider an Apprenticeship for their child, and employers to create more Apprenticeship vacancies.

Bold, bright features demand attention, whilst the key benefits of Apprenticeships for both target audiences are highlighted. Contact information is clearly displayed to guide readers to the Cornwall Apprenticeships website for further information.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said:
"Cornwall has unique needs due to its geographical isolation, and so we are pleased to be working with Cornwall Apprenticeships to promote Apprenticeships in the area. Billboard advertising will ensure that the message is highly visible throughout Cornwall, encouraging locals to give real consideration to the benefits that Apprenticeships can offer."

## Media:




## Related Sectors:

Education & Human Resources :: Government ::

## Related Keywords:

48 Sheet :: Billboard :: Advertising :: 48 Sheets :: Cornwall :: Outdoor ::

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## Company Contact:

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