Out of Home International Helps Wirral Council to Promote Fostering

Thursday 6 February, 2014

Out of Home International, are working with Wirral Council to encourage people to consider a career in fostering.

A six-week advertising campaign will launch on February 10th, with landmark banners displayed at Liverpool Moorfields and Liverpool Central stations.

Alongside this, adverts on supersides and tipseats will be featured on taxis across Wirral. Featuring an attention-grabbing title, the advert interests readers by encouraging them to consider a “career with huge bonuses”, and provides contact information for people to learn more about fostering.

CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said:
“We are delighted to be working with Wirral Council to be highlighting and advertising such an important issue as Adoption and Fostering. Promoting a career in fostering by using outdoor media and taxi advertisements will ensure maximum reach to potential foster parents across Liverpool and throughout the Wirral.”

Media:



Related Sectors:

Children & Teenagers :: Government ::

Related Keywords:

Wirral :: Fostering :: Liverpool :: Rail :: Advertising :: Taxi ::

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