Outdoor Ad Campaign Highlightd Blackpool College Success

Wednesday 10 June, 2015

Media Agency Group's specialist outdoor advertising subdivision, **Out of Home International**, is pleased to showcase its latest 6 sheet ad campaign in North West England. Having launched in May, the two week campaign promoted the oustanding achievements of further and higher education establishment, Blackpool and The Fylde College.

The ad campaign featured a total of 26 6 sheet posters in some prime locations on The Fylde and throughout the rest of Lancashire and the North West. The simplistic yet striking advertisements highlight B&FC's impressive 92.9% overall success rate, which is over 9% higher than the country's national average - making Blackpool and the Fylde England's best performing college based on 2013-14 national success rates.

6 sheet advertisements from Out of Home International are an ideal advertising media format for communicating a brand, product or business to an audience on the move. Strategically located in areas with high footfall and on busy roads, **6 sheet ads** deliver the highest audience coverage and frequency.

Blackpool and The Fylde College is based in Lancashire, with 49 buildings spread over the towns of Blackpool, St Annes, Bispham and Fleetwood. The college is an associate college of Lancaster University, offering a variety of further education courses for students over the age of 16, and is only the third general further education college in the UK to receive Grade 1 Outstanding from Ofsted.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said:

"Out of Home International is proud to showcase its latest 6 sheet ad campaign to promote the phenomenal success achieved by Lancashire's Blackpool and The Fylde College. The adverts have brought the college's status as the best performing college in England to the streets of the North West and it's great to have been a part of the campaign."

Media:



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College :: Blackpool And The Fylde College :: Education :: North West :: Advertising :: Outdoor Advertising :: Out Of Home International :: 6 Sheet Adverts :: Ooh ::

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