

UK University Fair Launches with Out Of Home International

Tuesday 11 February, 2014

UK Education Council have teamed up with Out Of Home International to launch UK University Fair 2014, the UK's largest international student fair.

Comprising a four-week campaign over a multitude of formats, the Manchester-wide campaign includes press, cinema, [6-sheet billboard](#), [taxi and bus advertising](#), as well as distribution of 15,000 beer mats to student watering-holes across the city. Calculated to deliver maximum impact, ads of varying size, including full-page, will be displayed in newspaper Metro and Manchester Evening News, with bus depot ads in the Oxford Road area guaranteed to be seen by thousands every day.

The ad has been designed to be easily accessible to an international audience, presenting clear, concise information about location and date. A QR code provides quick and easy access to the registration website, and a list of prestigious universities attending the fair entice the prospective international student.

Lee Dentith, CEO of Out Of Home International said: "It gives us great pleasure here at Out Of Home International to provide a campaign like this – students are the future, and encouraging international students to study in the UK reflects our own expansion into the wider world."

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