



► TORCH MEDIA RAIL NETWORK

Over two years ago Torch Media secured the rights for advertising on the outside of trains on the Melbourne metro rail network. “We later picked up Queensland Rail,” Torch Media general manager **Kirsty Dollison** told *Mediaweek*. “Most recently we added Sydney Trains to the portfolio. That has made a significant difference now that we can offer an eastern seaboard metro train portfolio. **In the media landscape we are now a real competitor to the other offerings in the space.**”

The first Sydney campaign goes live this week. Dollison said it is attracting interest from impulse FMCG products, movie houses and entertainment in addition to other categories. “We have been very successful with education – universities, TAFEs etc. It is a perfect captive audience for them.”

The signage is similar to advertising on the side of buses and trams. The production costs are not prohibitive, Dollison explained. “**We have managed to get the production costs**

down on par with other transit offerings. Unless we did that there was no way it was going to be successful.”

Creative execution is critical, she also noted. “You have a short amount of time when a train comes into the station to impact the people on the platform. If the creative is right the message can be very strong in terms of take away.”

Torch Media has just celebrated its seventh birthday with an advertising offer that until recently was all about retail. “It was a leap getting into the transit arena – it wasn’t our speciality,” admitted Dollison. “**Now that we have built a stand-alone transit platform we are changing our positioning to be a mainstream out-of-home company.** We are certainly not moving away from retail though. But we are now able to attract new advertisers we have not worked with in the past.”

Some of Torch Media’s clients are using both out-of-home offerings, the first Sydney Train advertiser is one of Torch’s biggest supporters, Devondale.