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## Torch Media cleans up Sydney trains

Print preview



12th May 2014

Torch Media is cleaning itself up with the launch of the latest campaign within the Sydney transit system.

The campaign for Biozeta Attack Rapid Laundry Detergent will feature on Sydney trains, supermarkets and car parks.

The campaign covers all areas of the out-of-home sector and is the first campaign that ties a Sydney Trains campaign together with other out-of-home executions.

"It takes more than just a TV campaign or a print ad to get into the mind of the shopper," Kirsty Dollisson, GM of TorchMedia, said.

"To fully interact with the shopper, brands need to appear in multiple touch points in out-of-home environments and travel along the entire path to purchase."

The Biozeta Attack Rapid Laundry Detergent will run throughout in-store activations, Shopperscape and Sydney Train formats throughout May and June.



[Daily Telegraph Australia: Acid vandals rise to top of police hit list](#)

