

- > NEWS
- ▼ LOCAL CAMPAIGNS
- > INTERNATIONAL CAMPAIGNS
- > VIDEOS
- > MEDIA RELEASES
- > NEWSLETTERS
- > OPEN
- > CREATIVE COLLECTION
- > YOU CAN'T JUST DO WELL YOU HAVE TO DO GOOD!

Starlight Shines Bright with TorchMedia

Print preview



The Starlight Children's Foundation has partnered with Queensland Rail to expand their reach to Queenslanders using the exterior train media to talk directly to the donating public. With a message localised to the audience they are hoping to raise much-needed funds for the Starlight Express Room at the Children's Mater Hospital.

The campaign boasts the slogan 'Starlight Express Room' which works well with transit advertising, using bold creative. The execution will dominate carriages across the sunshine state capital. It is expected that Starlight will reach over 400,000 commuters weekly with the message - each seeing the creative at least twice.

The campaign is being executed by TorchMedia who are seeing more charities using train exteriors. This is because it's an excellent platform to talk to a hard to reach consumer who are time poor, yet have the disposable income to donate to charities, explained Kirsty Dollisson, General Manager, TorchMedia.

"Consumers consumption of media has changed through the digital revolution which has led to an ongoing decline in the traditional TV and radio," Kirsty said. "Outdoor seems to be the modern flavour and brands are shifting their marketing spend to ensure they get the best brand impact on their campaigns."

For more information contact Jonas Tobias from Lefthand Presents on 0431 906 814 or at Jonas@Lefthandpresents.com.au



[Mumbrella: Westfield tenders sought after in-centre signs](#)

