



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

Tic Tac rides the rails

Print preview



Ferrero have partnered with TorchMedia again to promote their iconic Tic Tac peppermint range across TorchMedia's entire transit offering to target the all-important impulse consumer. From TorchMedia's recent study, it's now recognised that commuters highest spend during their trip is on coffee and convenience products (**Project Toot Toot, TorchMedia 2013**). The campaign created by The Dylan Agency engages commuters by asking a question, how they eat their Tic Tac's, whether they chew, roll, or crunch. Brand recall is enhanced by using an image of lips that is uniquely made up of the minty treats themselves.

Tic Tac is among a long list of brands using the fresh format in Australia, displaying the growing strength of the mobile format. TorchMedia's GM Kirsty Dollisson believes that more and more Out-of-Home campaigns will appear on a national level.

"Transit advertising is one of the most effective platforms to connect with people on a daily basis," she said. "I expect this to be the first of many out of home campaigns featured simultaneously around the country. To have Tic Tac show their support and forward thinking should be an indication to other brands of the far reaching potential of transit advertising."

The new Tic Tac campaign can be seen on the exterior of Sydney, Brisbane and Melbourne metropolitan trains from late July through to September.

Media Provider – TorchMedia
 Media Agency – PHD Network
 Creative Agency – The Dylan Agency

Source: TorchMedia release, Men at Work Comms



Pro Print: APN Outdoor makes digital focus after p/e buy

