

Campaign: Lend Lease & TorchMedia Open Opportunities For First Home Buyers

In a new out-of-home campaign, Lend Lease is opening up opportunities for first time buyers with the help of TorchMedia.

To promote the emerging region of south-west Brisbane, Lend Lease has partnered with TorchMedia advertising across 24 Brisbane train panels from July to September.

The campaign aims to expose the relaxed lifestyle of Springfield Lakes and highlight the residential opportunities present outside of the city.



TorchMedia's general manager, Kirsty Dollisson, says this campaign is being noticed in a notoriously competitive market. "Lend Lease's exposure through Brisbane's train network will allow them to reach a demographic that is fed up with the hustle and bustle of the city, and who are equally disgruntled with rising costs," said Dollisson. "This is one of the first times a property developer has engaged with buyers on a different level, choosing to own the transit space. We believe it will become a common occurrence for developers to market in new and different formats."

TorchMedia is a specialist out-of-home media company with a focus on shopper and commuter facing solutions. The Lend Lease campaign is expected to deliver 400,000 impressions every month with each seeing the creative at least twice.