

IN THE MOTION

ISSUE #5 ■ 2014

'In the Motion' is our monthly newsletter with a selection of creative executions from the past month.

REFRESH YOUR MIND AND UNWIND WINNER ANNOUNCED!

We recently drew our consumer promotion for Metro Trains Melbourne. Travellers within the media fraternity entered by posting pictures of current campaigns to our Facebook page. Michelle Sun, Business Manager, from Carat Australia won \$1,000 towards her chosen travel destination.

TIC TAC

SYDNEY, MELBOURNE & BRISBANE TRACKVIEWS

Tic Tac featured their most recent 'Chew, Crunch, Roll' campaign on the exteriors of trains across Eastern Seaboard markets.

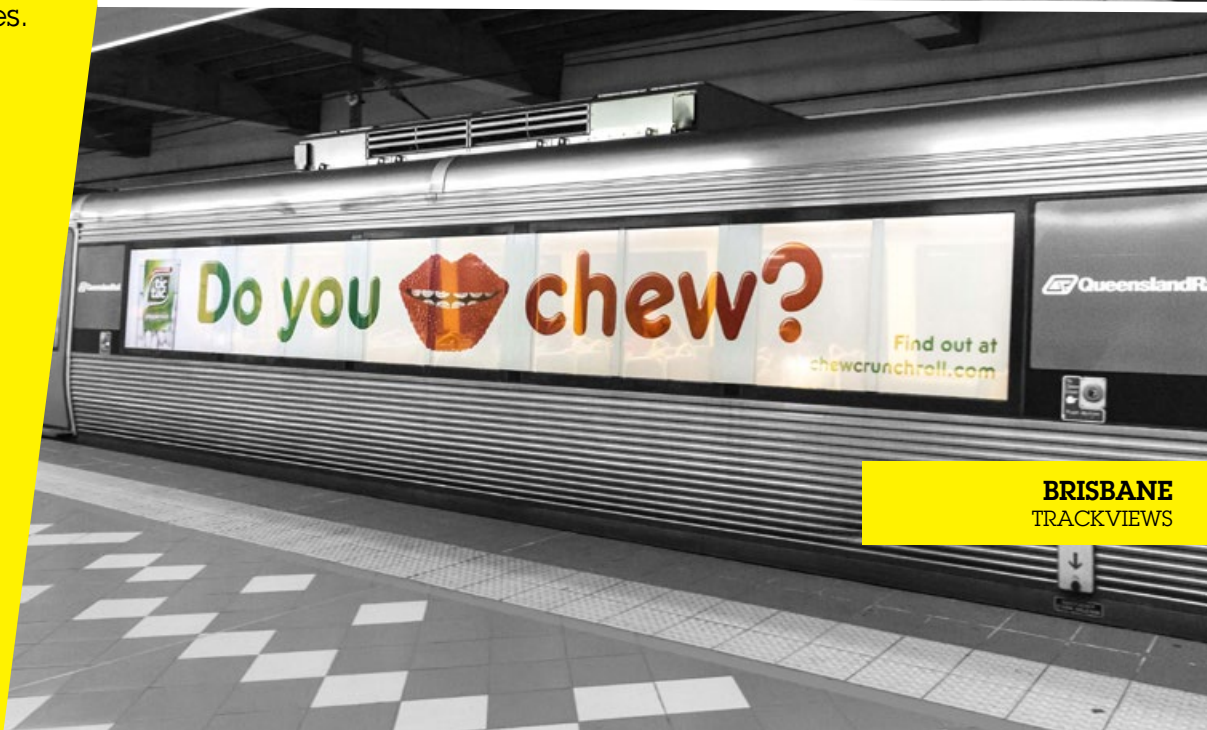
Brand recall is enhanced by using an image of lips that is made out of the minty treats themselves.

The simple creative engages commuters by asking "Do you chew, crunch or roll?" While also providing a URL which allows commuters to find out more product information and a link to engage social media.

MELBOURNE
TRACKVIEWS



SYDNEY
TRACKVIEWS



BRISBANE
TRACKVIEWS





LEND LEASE
BRISBANE TRACKVIEWS

**LEND LEASE -
BRISBANE
TRACKVIEWS**

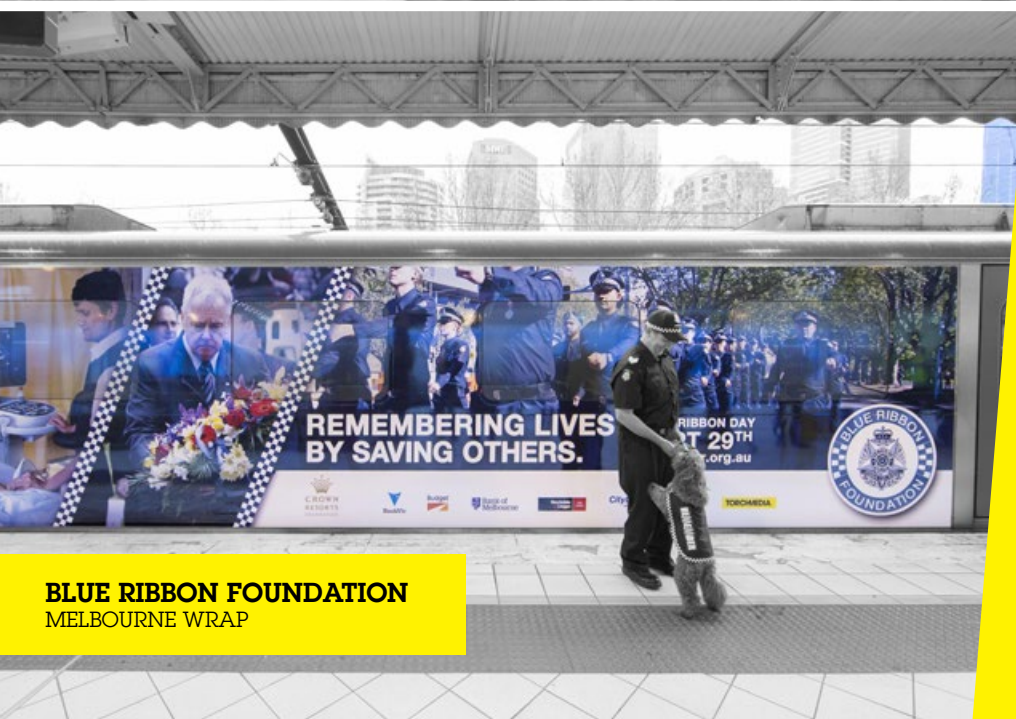
Lend Lease are utilising TorchMedia across 24 Queensland Rail train panels from July until September. The campaign aims to expose the relaxed lifestyle of Springfield Lakes.



OPAL
SYDNEY TRACKVIEWS

**OPAL -
SYDNEY TRACKVIEWS**

TorchMedia partnered with NSW Transport for the second time this year to educate travelers of the new Opal Card. The external of Sydney Trains are a perfect fit for the NSW Transport awareness campaign.



BLUE RIBBON FOUNDATION
MELBOURNE WRAP

**BLUE RIBBON
FOUNDATION -
MELBOURNE WRAP**

The Victoria Police Blue Ribbon Foundation are dominating external carriages of Metro Trains Melbourne. The campaign objective is to raise awareness and help perpetuate the memory of police officers killed in the line of duty. It will be featured through out September and October.

