

IN THE MOTION

ISSUE #6 ■ 2014

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

WICKED

SYDNEY MAXIVIEW

Award-winning musical, Wicked was the first entertainment client to take advantage of our latest Maxiview format on the external of Sydney Trains.



SYDNEY
MAXIVIEW

SUBWAY

SYDNEY TRACKVIEW

Subway is TorchMedia's first QSR (Quick Service Restaurant) campaign to advertise on trains. Showcasing their healthy lunch special.

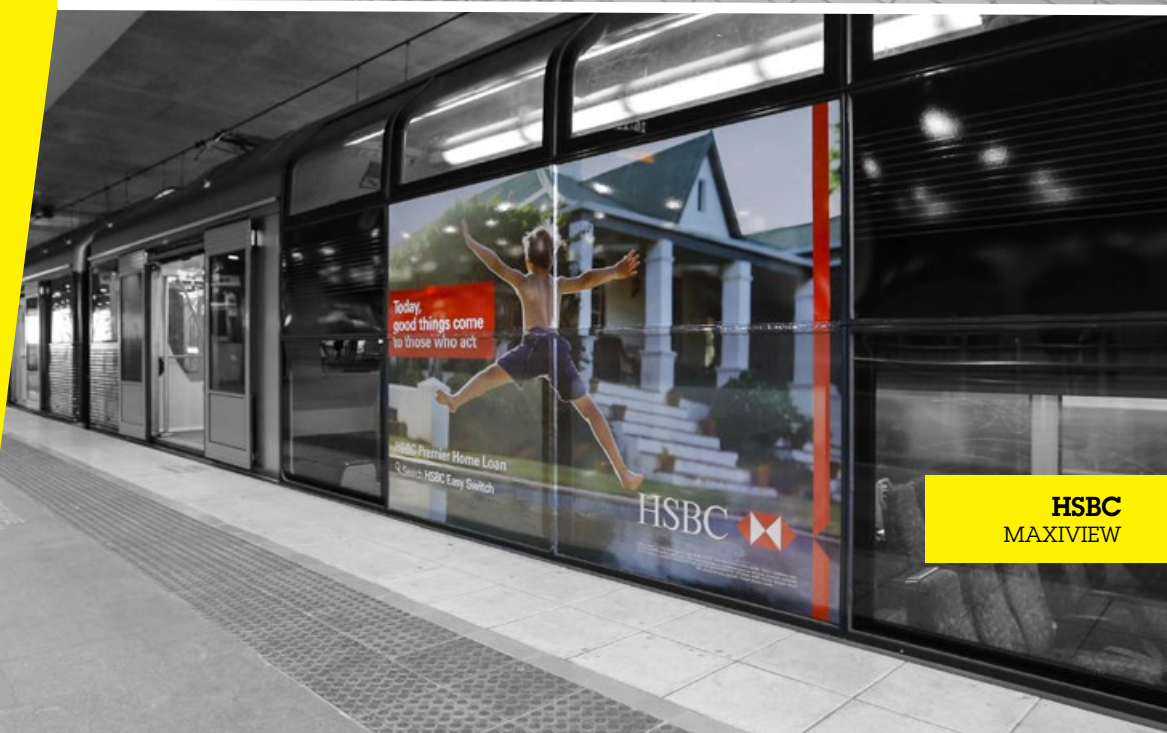


SUBWAY
TRACKVIEW

HSBC

MELBOURNE FULL WRAP & SYDNEY MAXIVIEW

HSBC utilised the new Maxiview format on Sydney Trains and the popular Full Wrap on Metro trains in Melbourne to promote their Premier Home Loan. The campaign ran over 1 month and had the potential to reach 1.2 million passengers.



HSBC
MAXIVIEW





PALMERBET
FULL WRAP

PALMERBET
MELBOURNE FULL WRAP

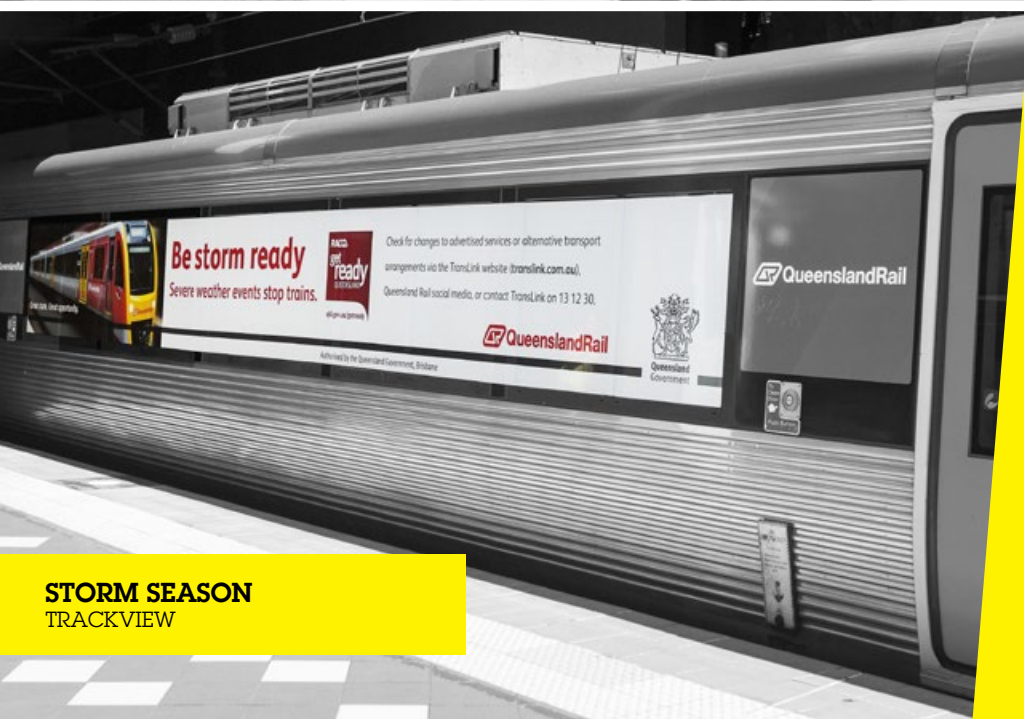
Online betting company Palmerbet dominated Melbourne trains with their Full Wrap execution. The colourful and clear creative cuts through the environment and educates travellers on the Mobile Betting App.



UNIVERSITY OF WESTERN SYDNEY
TRACKVIEW

UNIVERSITY OF WESTERN SYDNEY
SYDNEY TRACKVIEW

University of Western Sydney utilised Sydney Trackview format to encourage students to knock on the 'Doors marked opportunity' and attend their 'Postgraduate Expo'.



STORM SEASON
TRACKVIEW

STORM SEASON
BRISBANE TRACKVIEW

Queensland Rail promoted the 'Storm Season' by utilising Brisbane Trackview format. The creative alerted commuters to 'be storm ready' throughout the coming months and to check for transport changes.

