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Optus covers transit

3 December 2014 0 Comments

Advertiser: Optus



Optus is taking trains this December, next stop: entertainment.

Optus will be at over trains and supermarkets this Summer thanks to TorchMedia's transit and stopper-facing network. The broadband creative will feature on 72 backview panels on the side of trains in Sydney and Melbourne. While pre-paid creative will feature in 772 supermarkets across the nation. Optus hopes to reach 11.5 million people throughout November and December. Kirsty Doolson, GM at TorchMedia says, "Optus' consumer and commuter-facing campaign will ensure they remain top of mind for home internet and mobile deals heading into the future." The creative is aligned with Christmas themes and comes at a time of customer acquisition focus for Optus.

Credits
 Client: Optus
 Product: Home Broadband Bundle + Pre-paid promotion
 Media Provider: TorchMedia
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