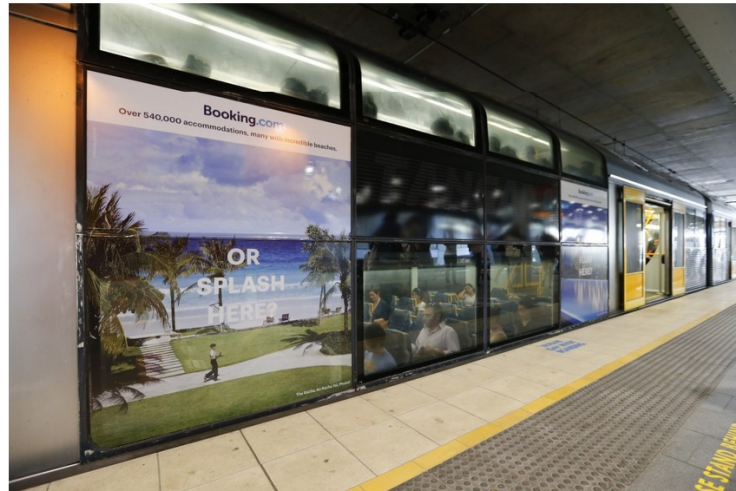


9 DECEMBER, 2014

CAMPAIGN: BOOKING.COM BOARDS SYDNEY TRAINS

ADVERTISING MARKETING



Posted by CONNOR BENFIELD

ACCOMMODATION WEBSITE BOOKING.COM HAS UTILISED TORCHMEDIA'S TRANSIT MEDIA OFFERING ACROSS SYDNEY TRAINS TO PROMOTE THE BRAND TO COMMUTERS LOOKING FOR A HOLIDAY.

Booking.com has more than half a million properties under contract globally and this campaign aims to capture the imagination of Australians by showcasing holiday options available on the site. The unique portrait creative features taglines that run in succession to depict this message. The taglines include, "Rather splash here?" "Float here?" "Or cheese here?"

This is the first time a portrait panel has been installed onto Sydney Trains rolling stock. Kirsty Dollisson, GM of TorchMedia, says this medium is not restricted by the size of the window on the train.

"Advertisers are given opportunities to customise their creative to suit the campaign," she explained. "In this instance, the creative worked better in portrait orientation than a traditional trackside billboard format which is landscape."

The Booking.com campaign runs throughout November and will be displayed on 72 train carriages in Sydney with an expected reach of 300,000 people.



TorchMedia is Australia's only media company dedicated to out-of-home through a unique mix of retail and transit offerings.

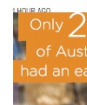
BOOKING.COM CAMPAIGN OUTDOOR ADVERTISING TORCHMEDIA



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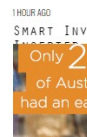
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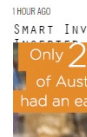
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