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## Victoria Police Blue Ribbon and TorchMedia team up

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TorchMedia's expansion into transit Out-Of-Home continues, with a partnership with the Victoria Police Blue Ribbon Foundation, which has been a long standing support network for the families of fallen police officers, and aims to heightens public awareness of the dangers our police force face on a daily basis.

The aim of the transit campaign was to raise awareness, and help perpetuate the memory of police officers killed in the line of duty.

TorchMedia's campaign has taken pride of place across Melbourne's rail network throughout the month of September.

Kirsty Dollisson, TorchMedia's General Manager, has seen consistent growth in the use of transit advertising across an array of categories.

"Marketing towards commuters is a method undergoing a steady rise in popularity," she explained. "Transit advertising allows companies to access a captive audience, and engage them with interesting content. Working with a charity like Blue Ribbon is something we are incredibly proud of, and I'm excited about executing this emotive campaign for them."