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RMS Maritime Float Boat Safety

Print preview



RMS Maritime has utilised TorchMedia's network in its most recent campaign to highlight the importance of wearing life jackets when boating.

Statistics show that over the past 10 years, half of the NSW boating fatalities have been the result of a person falling overboard or a vessel capsizing. 90% of these people were not wearing life jackets at the time of the incident.

To help reinforce and spread the message of the risk taken if one fails to wear a life jacket when boating, entry panels have been distributed across 50 Woolworths Petrol Network locations in close proximity to boat ramps in NSW.

The creative encourages people to wear life jackets particularly when they are out on the water with friends and family, regardless of the conditions.

The campaign will be visible from October, to April next year.

Client: RMS Maritime
Media Agency: UM

Source: TorchMedia press release



[B&T Online: Digital Screen Takeover In Melbourne's Kew Junction](#)

