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Optus conducts latest campaign on TorchMedia's tracks

Print preview



In its latest campaign, Optus has promoted its most recent home broadband bundle and pre-paid offers utilising TorchMedia's transit and retail networks.

The pre-paid creative is currently being displayed throughout 772 supermarkets nationwide, while the broadband creative will be featured on a total of 72 Trackview panels on trains in Sydney and Melbourne.

To promote Optus' Big Home Bundle, the Trackview panels will feature the text, "Next Stop: Unlimited Entertainment", to encourage consumers to sign with Optus for a complete entertainment package.

Kirsty Dollisson, General Manager - Marketing & Commercial at TorchMedia commented, "With the latest release of smartphone plans, the announcement of new TV streaming services, and continued competition among TV networks, consumers have an ever increasing choice in their home entertainment provider."

"Optus' consumer and commuter-facing campaign will ensure they remain top of mind for home internet and mobile deals heading into the future."

The campaign is expected to reach over 11.5 million people throughout November and December.

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

Source: TorchMedia press release



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