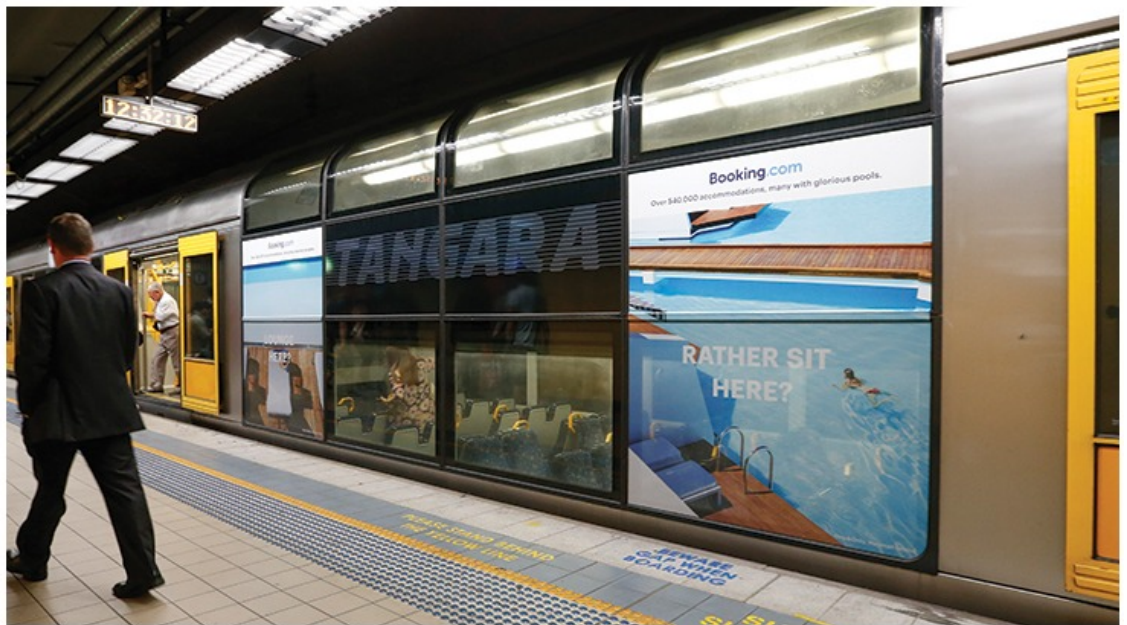


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Booking.com Books in TorchMedia's Rail Network

[Print preview](#)

Online accommodation booking website, Booking.com, recently launched its latest campaign that utilised TorchMedia's transit media offering across Sydney Trains.

The campaign was aimed at promoting the Booking.com brand to commuters who are looking for a holiday. The creative was designed to capture the imagination of Australians by showcasing holiday options available on the website.

The unique portrait creative featured taglines that run in succession to depict the message, with quotes that included, "Rather splash here?", "Float here?", "Or Cheese here?".

The installation of the portrait panels onto the Sydney Trains rolling stock was a first, with Kirsty Dollison, General Manager – Marketing of TorchMedia, who stated that the medium is not restricted by the size of the window on the train.

"Advertisers are given opportunities to customize 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 ran throughout the month of November and was displayed on 72 train carriages in Sydney, with a reach of 800,000 people.