

> NEWS

▼ LOCAL CAMPAIGNS

> INTERNATIONAL
CAMPAIGNS

> VIDEOS

> MEDIA RELEASES

> NEWSLETTERS

> OPEN²

> CREATIVE COLLECTION

> OMA CEO SPEAKS OUT

Telstra Fuels its Pre-Paid Network

 Print preview


Telstra teamed up with TorchMedia to execute its colourful poster creatives across 300 Woolworths Petrol sites from the 15th of September – 12th of October.

Using TorchMedia's Out-of-Home advertising network, Telstra was able to target customers as they entered petrol stations across the country.

The creative hones in on the endless search for freedom, with a pair of goldfish in a portable fish bowl, using Telstra's 4G network to navigate their way back to the open ocean. The message highlights how easy it is to stay connected with Telstra's 4G network, no matter how far the journey takes you.

The slogan, "Freedom's Calling", was used to promote Telstra's \$30 pre-paid credit deal which includes free text, double data, free calls to other Telstra numbers, and the benefit of rolling-over unused credit. The offer presented by Telstra aimed to entice customers to the pre-paid options over the 24-month plans.

Client: Telstra

Product: \$30 credit recharge

Media Provider: TorchMedia