

> NEWS

▼ LOCAL CAMPAIGNS

> INTERNATIONAL
CAMPAIGNS

> VIDEOS

> MEDIA RELEASES


> NEWSLETTERS

> OPEN

> CREATIVE COLLECTION

> OMA CEO SPEAKS OUT

TorchMedia plans something Wicked for Sydney commuters

 Print preview

It has emerged in a 2013 research project conducted by TorchMedia that the effectiveness of external train advertising is growing, and is becoming a legitimate competitor in Out-of-Home platforms (Project Toot Toot, Torchmedia, 2013).

In promotion of their award-winning musical, Wicked has utilised TorchMedia's research results, and taken advantage of their latest offering of MaxiView panels on the external of Sydney Trains.

Commenting on the growing trend of brands and companies targeting working professionals on their daily commute, General Manager of TorchMedia, Kirsty Dollison, explains that, "Sydney Trains network sees 4.6 million customer journeys per week."

"That's a huge consumer-base that events such as Wicked can be exposed to with the right advertising offering. No doubt the uplifting green creative will grab commuters' attention whilst en-route to work."

Dollison suggests that media consumption is dramatically changing and brands need to continually think outside of the box for new ways to reach their audience.

"Out-of-home advertising is becoming increasingly prevalent for brands," says Dollison. "With continued population growth across all of our major metropolitan cities, pushing brands throughout the corresponding public transport networks can be highly effective, especially given Australian consumers are upwardly mobile and out and about more often."

Throughout the months of November and December, commuters will be able to view the creative across 16 train panels.