

23 FEBRUARY, 2015

INCREDIBLE INDIA CAMPAIGN SET TO SPICE UP AUSSIE TRAINS

ADVERTISING



Posted by CONNOR BENFIELD

INDIA'S MINISTRY OF TOURISM HAS PARTNERED WITH OUT OF HOME MEDIA PROVIDER, TORCHMEDIA, TO PROMOTE THEIR INCREDIBLE INDIA CAMPAIGN TO A POTENTIAL AUDIENCE OF 7 MILLION COMMUTERS ACROSS AUSTRALIA'S EASTERN CAPITALS.

The Incredible India campaign will run across 76 panels in Melbourne, Sydney and Brisbane throughout February and March, drawing attention to the stunning landscapes and unparalleled experiences on offer in the jewel of sub-continental Asia.

Kirsty Dollisson, GM at TorchMedia considers the creative for Incredible India to be some of the best she's worked with.

"The visuals attached to the Incredible India campaign capture the messaging of the campaign perfectly," Dollisson said.

"Engaging creative delivered via the ever-growing platform of transit advertising is a winning combination. There's a massive potential audience across the eastern seaboard transit line," she said.

TorchMedia is Australia's leading media company dedicated to Out-Of-Home through a unique mix of retail and transit offerings.

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