

FEBRUARY 2015

# LIPTON HITS THE PEACH ON TRANSIT WITH NEW CAMPAIGN

MARKETING



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SHOWCASING THE FIRST FOR CONSUMER BRAND LIPTON, OUTDOOR MEDIA AND SHOPPER EXPERT TORCHMEDIA HAS EXECUTED AN OUT-OF-HOME CAMPAIGN DRESSING TRAINS ON THE EASTERN SEABOARD OF AUSTRALIA.

The campaign suggests consumers 'Tame the Brightside' of the Peach variant of Lipton Ice Tea.

The campaign will run throughout February and uses a creative to complement the tail end of the summer season. Visible on trains in Sydney, Melbourne and Brisbane the bright creative will span across the transit outdoor format known as Trackside.

TorchMedia believe the campaign is expected to reach approximately 6.2 million sets of eyes over the course of the four weeks.



TorchMedia GM, Kasey Dollison, explained that this medium is becoming increasingly popular with consumer brands and that the Lipton campaign is a great example of how it can be exceptionally used as a creative medium.

"We are really excited by the level of market interest in this high impact medium," said Dollison. "The Lipton brand intends to create an unavoidable presence on platforms. It's great to see that this execution utilizes a creative complementing both the season and the brand."

Credited:



Client: Unilever  
 Media Agency: Mindshare  
 Media Provider: TorchMedia

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