



CREATIVE

Lipton Hits the Peach on Transit With the Help of TorchMedia

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The out-of-home campaign is dressing trains on the eastern seaboard of Australia



Showcasing the first for consumer brand Lipton, TorchMedia has executed an Out-Of-Home campaign dressing trains on the eastern seaboard of Australia. The campaign suggests consumers: 'Taste 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

Trackview.

TorchMedia believe the campaign is expected to reach approximately 6.2 million sets of eyes over the course of the 4 weeks.

TorchMedia GM, Kirsty Dollisson, 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 used as a creative medium.

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

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