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Incredible India spices up Aussie trains

Print preview



India's Ministry of Tourism has partnered with TorchMedia to promote their Incredible India campaign to a potential audience of 7 million commuters across Australia's eastern seaboard.

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

TorchMedia's General Manager, Kirsty Dollisson, 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. 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," commented Dollisson.

Source: TorchMedia press release



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