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# Lipton hits the peach on transit

Print preview



TorchMedia has launched an Out-of-Home campaign featuring the Peach variant of Lipton Ice Tea. The campaign suggests consumers to "Taste the Brightside," dressing trains in Sydney, Melbourne and Brisbane.

This colourful campaign was created to complement the end of the summer, running through the month of February. "Taste the Brightside" is expected to reach 6.2 million sets of eyes over the span of four weeks using the increasingly popular transit medium.

"We are really excited by the level of market interest in this high impact medium," said TorchMedia GM, Kristy 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."

Source: TorchMedia press release



partners with JCDecaux to boost inner-city mobile coverage

Mumbrella: National Geographic Cl

