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V ENERGY DRINK PARTNERS WITH NEW 'THE AVENGERS' FILM IN OOH CAMPAIGN

MARKETING MEDIA



THE AVENGERS – AGE OF ULTRON MOVIE HAS PARTNERED WITH V ENERGY DRINK AND TORCHMEDIA TO PROMOTE THE FILM'S RELEASE IN CINEMAS ACROSS THE COUNTRY.



Posted by
ALLAN STORMON

To help push the movie, V has produced four limited edition cans, each featuring one of *The Avengers'* characters on a new colour can. The creative features main characters to connect with audience and ensure

consistency across the campaign.

The promotional campaign is utilising TorchMedia's external Trains medium in Melbourne and Brisbane to engage commuters while on train platforms.

A total of 10 trains (including six in Melbourne and four in Brisbane) feature the creative until 8th May, coinciding with the movie's cinema screening dates. It is expected to reach approximately 452,661 people with 6.5 million impacts over the course of the campaign.

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