



CREATIVE

Commuters Marvel at V's Energised Trains

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The Avengers – Age of Ultron movie partners with V energy drink and TorchMedia to promote the film's release in cinemas across the country



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 whilst on train platforms.

A total of 10 trains (including six in Melbourne and four in Brisbane) feature the creative until May 8th, 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.

TorchMedia's general manager, Kirsty Dollisson, said the recent SMI (Standard Media Index) comments highlight how Out-of-Home continues to go from strength to strength as advertisers look for mediums with consistent, un-fragmented audiences.

"Transit Out-of-Home is proving to be an increasingly more popular way of engaging consumers," Dollisson explains. "Utilising trains in conjunction with other high impact Out-of-Home is an effective way for V and other major FMCC brands to stay top of mind and unavoidable!"

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