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Commuters marvel at V's energised trains

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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.

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 audiences, and ensure consistency across the campaign.

The promotional campaign utilises TorchMedia's external Trains medium in Melbourne and Brisbane to engage commuters on train platforms. A total of ten trains – which include six in Melbourne and four in Brisbane – feature the creative until May 8, coinciding with the movie's cinema screening dates.

The campaign is expected to reach approximately 452,661 people with 6.5 million impacts over its duration.

TorchMedia's General Manager, Kirsty Dollisson, commented on the recent SMI (Standard Media Index) which highlights 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 FMCG brands to stay top of mind and unavoidable!"

Source: TorchMedia press release



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