

OPINION

Blimey. I don't hate Telstra any more

About once a year, I get a phone call from a market



researcher. They want to know what I think of Australia's telcos. They never say who they're conducting the research on behalf of, but as most of the questions relate to Telstra, I assume I've stumbled onto some database of so-called opinion formers. Every year I take perhaps too much pleasure in telling them just how dreadful I think Telstra is.

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So we almost hit



TorchMotion lands Metro Trains deal

TorchMotion has won a contract to sell advertising on behalf of Melbourne's Metro Trains.

The announcement:

“ New commuter advertising brand TorchMotion launches this week with the announcement that it has secured the rights to sell advertising on the external of Metro trains in Melbourne. TorchMotion is a sister-division to established shopper media network, TorchMedia.

The Metro carries around 220 million passenger journeys each year, which equates to an audience of 4.2 million people a month. The journeys include commuters to work, school and university as well as recreational activities such as shopping.

“Melbourne is the first market for TorchMotion, our new division focusing on the commuter market, and we hope to expand that offering over the next two years,” said Andrew Gibson, CEO of TorchMedia.

“TorchMotion is off to an excellent start, with audience numbers equal to mainstream media. The three-month trial commenced on 1 July and has so far been well received by the Melbourne public and generated a raft of potential advertisers.” The trial campaign was for Vic Super.

The train exteriors represent a new medium in Australia that has been highly successful in several Asian markets including Hong Kong. With Metro, TorchMotion will be offering two advertising panels per carriage, and with six carriages per train that totals 12 panels per train.

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DR MUMBO

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