

# transit



## Location

Major transit locations nationally



## Information

Transit Activation

### What is it?

A marketing method to target a large number of commuting consumers during peak times on their way to work or home.

### Benefits:

Ability to target and engage a large number of consumers.

Target wide demographic segments.

Activation time is short in peak periods, reducing costs.



## Creative delivery

Ability to theme areas and use a variety of experiential ideas to engage commuters with brands.



## Coverage

Major transit sites nationally

Sydney: North Sydney, Town Hall, Wynard, Central

Melbourne: Flinders Street, Central, Parliament

Brisbane: Central, Myer Buses

Adelaide: Central

Perth: Central



## Reach

15,000 – 30,000 Consumer Connections

Duration: 4 hours

Busiest Days: Tues, Wed, Thurs



## Dwell Time

Consumer dwell time and interaction with the brand.

Approx 1 second – 20 seconds



## Activation Investment

\$6,000 – \$8,000 approx.

Period: 4 Hours

Includes all activation and fixed costs