

PRESS RELEASE

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Fallon Solutions Launches Bold New “Fallon Tradies” Outdoor Campaign Across Brisbane, QLD.

Fallon Solutions, one of South East Queensland’s most trusted home service providers, is turning heads with the launch of its bold new outdoor advertising campaign: **“Fallon Tradies: You’ll Want Us Back.”**

Set to hit Brisbane’s bus network at the end of this month, the campaign brings a fresh, cheeky energy to the streets. With its eye catching hot pink backdrop and a confident Fallon tradie front and centre, the campaign redefines what it means to be a tradie in 2025. Work boots on, sleeves rolled, and personality to spare – the ad blends professionalism with a touch of playful charm.

“Fallon Tradies aren’t just great at their job, they’re the kind of people customers genuinely enjoy having in their homes,” said Nicole Waters, Group Marketing Manager at Fallon Solutions. “This campaign plays with that idea in a fun, memorable way while reminding the public that Fallon is a name they can trust.”

The creative direction highlights Fallon’s long standing reputation for approachability, reliability, and service excellence – qualities that have made the company a household name for plumbing, electrical, air conditioning, solar, and more for over 60 years.

With over 6,600 Google reviews and a 4.5-star rating, Fallon Solutions is embracing a bold new branding era. One that celebrates authenticity, connection, and local character. The “Fallon Tradies” bus back is the first of several creative activations planned for the 2025–2026 financial year.

Look out for the campaign across Brisbane buses from **30/06/2025 to 14/12/2025**, with supporting placements to follow across digital, social, and out-of-home channels.

For media inquiries, high-res images, or interview requests, please contact:

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