

## SIX SPONSORS EAT UP JUNIOR MASTERCHEF

1 September 2010

Network Ten today announced a line-up of six sponsors for the upcoming season of *Junior MasterChef*. The MasterChef spin-off will be sponsored by Coles, Unilever, Sunbeam, Kellogg's, Birds Eye and Meat and Livestock Australia.

Network Ten's national sales manager, Kylie Rogers said: "As one of Australia's most popular and successful television brands, it's no wonder the MasterChef franchise is highly sought after by some of Australia's biggest household brands. With its emphasis on the kitchen, *Junior MasterChef* is the perfect fit for both the grocery and kitchen appliance sector."

"We expect that just like *MasterChef Australia*, *Junior MasterChef* will appeal to a broad audience, making it the perfect fit for brands looking to engage with a cross-section of Australians."

Throughout the season, *Junior MasterChef* sponsors will leverage their association with the show through on-air and online elements.

- **Coles** returns to the MasterChef kitchen with a series of tailored commercials and in-show promotions, as well as online recipes and sponsored links on the official *Junior MasterChef* website. Coles will extend its association with the MasterChef brand by providing grocery items for the *Junior MasterChef* kitchen and through a series of linked in-store promotions throughout the season.
- **Unilever** joins *Junior MasterChef* with a campaign for its premium laundry brand, OMO. The sponsorship will include 'dirt is good' commercial spots and a major online consumer promotion encouraging budding cooks to 'have a go at home'.
- **Sunbeam** continues its association with the MasterChef franchise as the official supplier of small electrical appliances in the *Junior MasterChef* kitchen. Sunbeam appliances will be used by contestants and judges throughout the season. Sunbeam, which is also a sponsor of the *Junior MasterChef* website, will use its online presence to launch a major consumer Christmas promotion.
- **Kellogg's** will be part of the *Junior MasterChef* experience with online, in-store and on-pack promotions for key cereal brands including Rice Bubbles, Corn Flakes and Sultana Bran. Kellogg's products will also feature in a *Junior MasterChef* pressure test.
- **Birds Eye** joins *Junior MasterChef* as a first-time sponsor of the franchise. In addition to tailored commercial breaks and a major consumer promotion, Birds Eye is a sponsor of website recipes.
- **Meat and Livestock Australia** will employ its *Junior MasterChef* sponsorship to promote the nutritional benefits of beef and lamb through commercial breaks, as well as healthy red meat recipes featuring *Junior MasterChef* judge and mentor, Anna Gare.

Effective and creative online integration is a key element of TEN's viewer and client offering. The program's official website will offer fans a range of exclusive *Junior MasterChef* content including full-length episodes where fans can catch-up or re-live their favourite *Junior MasterChef* moments, view contestant profiles, be part of fan forums or download the full range of recipes featured throughout the series.

**For more information contact:**

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