

## MASTERCHEF AUSTRALIA BRINGS HOME THE BACON WITH CAMPBELL'S AUSTRALIA

24 April 2009

Network Ten is delighted to announce Campbell's as the main sponsor of the premiere season of *MasterChef Australia*.

Campbell's has taken out an integrated sponsorship package, ensuring Campbell's Real Stock is presented to audiences through a combination of television and on-line formats. The Campbell's sponsorship includes:

- in-show promotions, including play-outs for Campbell's Real Stock, featured between segments
- commercials for Campbell's Real Stock during *MasterChef Australia* advertising breaks
- sponsored contestant challenges using Campbell's Real Stock products
- branded content on the official *MasterChef Australia* website ([www.masterchef.com.au](http://www.masterchef.com.au)).

TEN's chief network sales officer, Vance Lothringer, said: "We're excited that one of the world's truly great food brands, Campbell's, is joining one of Australia's truly great new television shows.

"TEN has enjoyed a long relationship with Campbell's and now with *MasterChef Australia* we have an opportunity to take the Campbell's brand to an even wider audience by promoting Campbell's Real Stock through a number of in-program and on-line initiatives."

Campbell's marketing manager, Marina Biordi said: "We're delighted to be the main sponsor of *MasterChef Australia*. This is a great fit with our Real Stock brand. Like all great chefs, we pride ourselves on our use of premium ingredients. Campbell's Real Stock is authentically cooked with 100 per cent natural ingredients, delivering a superior taste experience that's closest to home-made."

On-line integration is a key ingredient of the Campbell's sponsorship. On-line sponsorship elements include links to the Campbell's Kitchen website, the latest Campbell's Real Stock recipes and exclusive cooking demonstrations using *MasterChef Australia* judge and contestant mentor, George Calombaris.

The *MasterChef Australia* website is video-rich, providing clients with valuable opportunities to engage with viewers. The site has everything fans have come to expect of a top program site including:

- catch-up TV, featuring audition and show highlights, where fans can re-live their favourite moments, judges' commentaries and weekly recaps
- episodic previews and highlights
- celebrity chef interviews, featuring some of Australia's leading restaurateurs
- contestant news, where fans can get the latest on their favourite contestants through profiles, video blogs and personal updates
- interactive food trivia quizzes
- fan communities and forums.

TEN is unrivalled in developing and presenting 'big event' TV franchises in a way that really taps into viewers' desire for uplifting stories.

"*MasterChef Australia* isn't just a test of culinary skill – it's a test of character. TEN leads the way in bringing inspirational TV moments to life for audiences and clients," Mr Lothringer said.

*MasterChef Australia* premieres on Monday 27 April at 7.30 pm and airs six nights a week.

**For more information, please contact:**

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