

## **YOUTH AND BEAUTY...HAVE YOU CHECKED OUT THE NEIGHBOURS?**

*Network Ten Delivers Exclusive, Integrated Sponsorship For NIVEA*

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Network Ten and NIVEA have teamed up for an unprecedented, integrated and highly targeted sponsorship of Australia's longest running television series, *Neighbours*.

Today's announcement gives one of the world's most trusted skin care brands sponsorship of the *Neighbours* timeslot.

The integrated sponsorship package ensures NIVEA's Young Skin Care range is leveraged through a combination of television and on-line formats, providing NIVEA with even more opportunities to connect with their target market through the *Neighbours* audience.

Now in its 24<sup>th</sup> year, *Neighbours* is a hugely popular show with women and young people. In 2009 to date, 63 per cent of the *Neighbours* audience are women and it has an average timeslot share of 39.3 per cent in the 16-39 demographic.

NIVEA's sponsorship includes:

- three commercials for NIVEA's Young Skin Care range, featuring popular *Neighbours* cast member, Margot Robbie
- NIVEA product sample give-aways for *Neighbours* viewers
- a national in-store consumer promotion featuring Margot Robbie at major pharmacies and department stores
- exclusive video diary updates from Margot Robbie on [www.neighbours.com.au](http://www.neighbours.com.au)
- an on-line viewer competition linked to Margot Robbie's video diary updates, with a chance for one entrant and a friend to win the opportunity to meet members of the *Neighbours* cast on-set in Melbourne.

TEN's chief network sales officer, Vance Lothringer, said: "We're excited that one of the world's best known skincare brands, NIVEA, is joining one of Australia's longest running and most-loved television series, *Neighbours*."

"*Neighbours* is the perfect platform for NIVEA because it delivers a highly targeted television and on-line audience. Network Ten is excited to be able to deliver NIVEA a partnership that teams their Young Skin Care range with one of the show's most youthful and popular cast members," Mr Lothringer said.

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NIVEA product manager, Lauren Gooch said: "The challenge for NIVEA this year was how to deliver our brand message in a relevant and impactful way. Network Ten delivered this in the form of a fully integrated sponsorship with *Neighbours*."

"Their concept was clear, highly relevant to the core demographic and strongly linked back to our key brand message. This type of integrated sponsorship is a first for NIVEA in Australia and we're extremely excited to see it come to life," Ms Gooch said.

*Neighbours* airs at 6.30 pm, Monday to Friday on Network Ten.

**For more information, please contact:**

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