

Opportunity

# Home and Away

Sponsorship Opportunity 2024



Channel

Investment

Media Value

Start



Jan - Nov  
2024

## The Opportunity

We are excited to offer the sponsorship opportunity of the long-running Aussie soap, Home and Away.

A rare schedule gem that taps into a hugely loyal fan base, the popular soap allows brands to build a connection with housepersons across 11-months.

Align your brand with the world-renown soap through an 'always on' weekday presence on the Award-Winning Channel, Channel 5, and 5STAR.

## The Show

Home and Away has been providing a daily taste of Aussie sunshine for over 30 years and is Australia's second-longest-running TV drama.

Set in an idyllic fictional coastal town of Summer Bay, the soap has catapulted some of Aussie's A-list actors, including Heath Ledger, Naomi Watts, Isla Fisher and Chris Hemsworth to fame.

We've been following the lives and loves of Summer Bay's locals since January 1988 and as a nation, we are hooked!

## Key Benefits

- **Boost Brand Metrics** - drive positive impact and increase key brand metrics by associating with much loved content and reaching a loyal audience.
- **High Frequency** - a series that delivers high OTS across desirable audiences.

## Scheduling & Accreditation

- Daily, Monday to Friday
- Channel 5, 1 x 30-minute episode per day
- 5STAR, 2 x 30 minute episodes per day
- 1 x 15", 1 x 10" and 2 x 5" per episode on TV
- Episodes available on catch up services via My 5, Sky Go and Sky Set Top Box VOD.

### Notes:

- *Minimum number of idents created to be agreed with channel.*
- *Scheduling is subject to change. **There is no Home and Away transmissions from Mid Nov - December***

## Contact Details

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