

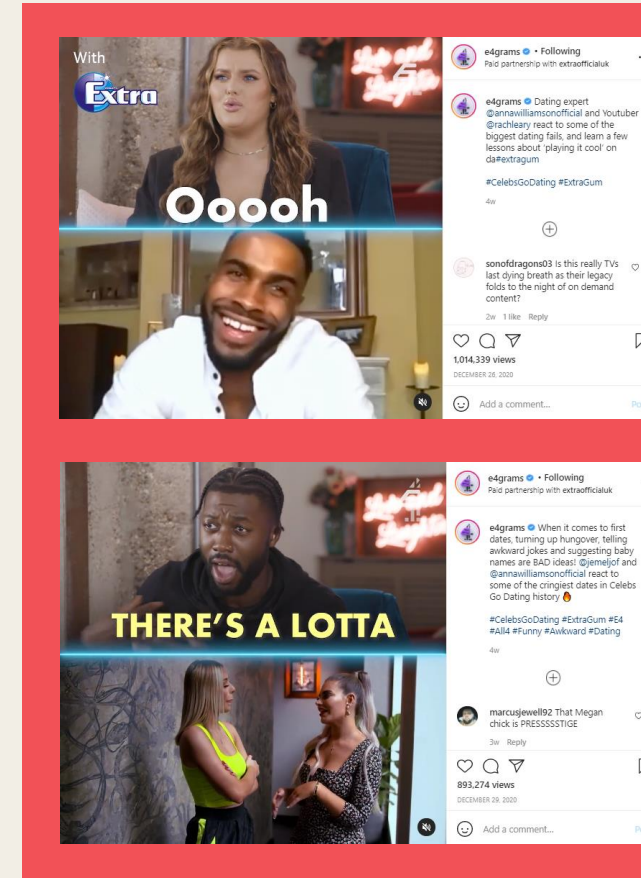
# Wrigleys x Celebs Go Dating

## THE BIG IDEA

After the success of the AFP, Extra wanted to continue to be a brand that offered their audience relevant and meaningful dating advice

## MAKING IT HAPPEN

We created a cross platform social spin off for the beloved TV show Celebs Go Dating. Working with creators Mark Ferris, Rachel Leary and Jemel One Five and the brilliant Anna Williamson in this new way and opening the archive of CGD had never been done before. The result was fantastic. Through each episode we offered all the lols, awks moments and genuinely helpful advice. The content allowed Extra to continue to build on the story telling of confidence and their role in bringing confidence to the lives of Gen Z



4Studio  
Product  
**SOCIAL  
SPIN  
OFF**

**9.09m**  
VIEWS

**4.65m**  
FB MINS VIEWED

**4x**  
BETTER THAN  
AVERAGE ON E4

**77%**  
SAY THEY'RE MORE  
LIKELY TO BUY WRIGLEY'S