



Gogglebox Partnership Opportunity 2021

1st January – 31st December 2021



The 2021 Gogglebox partnership includes:

Series 17

15 x 60" eps in Q1
+ narrative repeats

Celebrity Gogglebox

7 x 60" eps over the summer
+ narrative repeats

Series 18

15 x 60" eps in Q3
+ narrative repeats

Premier episodes Friday nights at 9pm on Channel 4 plus catch up on All 4 for 30 days where rights permit

Plus additional brand activation opportunities

Schedule subject to change

Why Sponsor Gogglebox?

Warmth

Associate with one of the UK's most loved TV programmes

Relevance

Align with a show that is always current and representative of the nation

Scale

Reaching more than 31m adults a year

Consistent presence

Premier episodes 37 weeks of the year

Brand activation

The ability to get even closer to the Gogglebox brand with off-screen activation opportunities



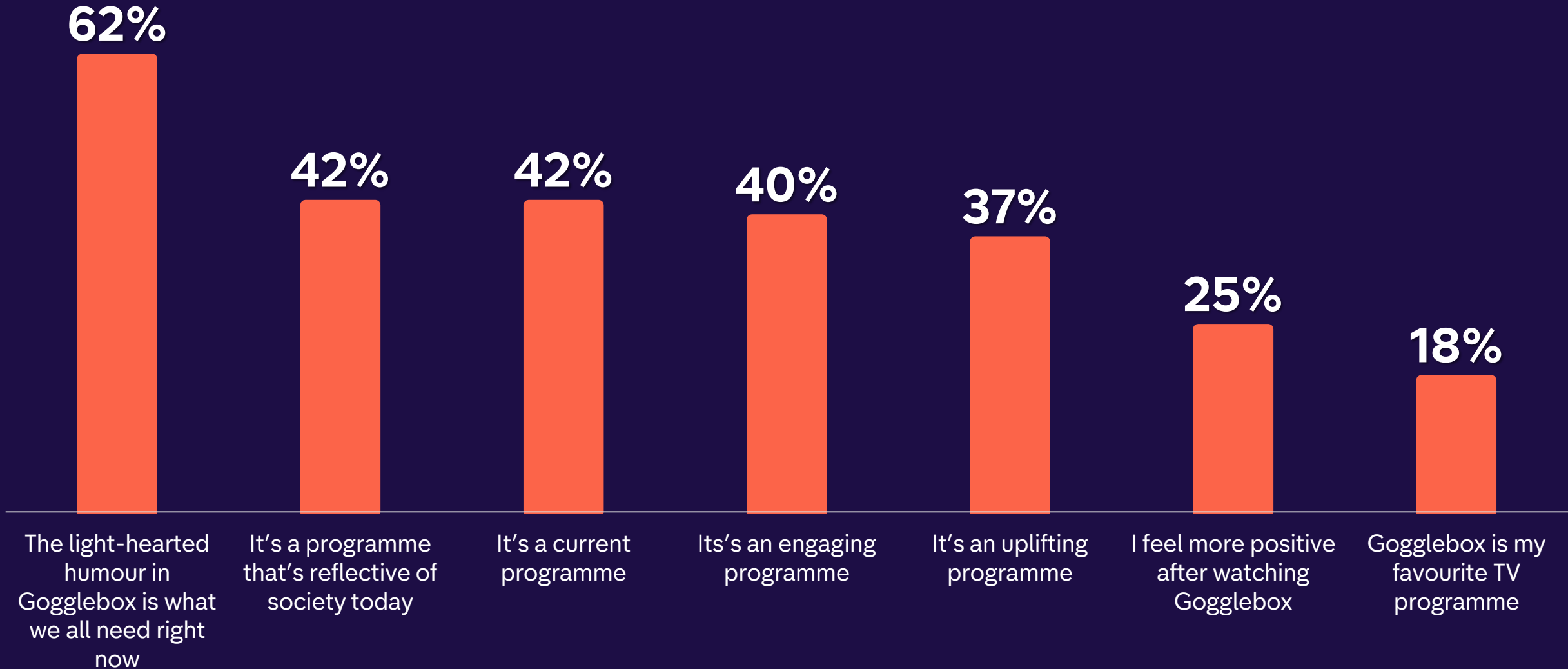
A cornerstone of the Channel 4 schedule



“Gogglebox became a national campfire we could all rally around during the pandemic, breaking all audience records and bringing the nation together for an hour of warmth and fun. As a cornerstone of the Channel 4 schedule it will continue to provide an appointment to view on a Friday night and hold a fond mirror to the nation in which everyone can see themselves reflected.”

Ian Katz
Director of Programmes
Channel 4

With **62%** of viewers thinking Gogglebox is exactly the type of TV they need



Funny, loveable and relatable

"It's easy watching light hearted humour. It's relatable and always teaches me about programmes I might like to watch."

"I love it because I can relate to the people and it's what I'm thinking about shows most of the time."

"I love watching others watch tv and how funny it is."

"How its just very relatable."

"I get to see a bit of the weeks tv without watching it myself and I love the feeling I'm watching with other people. I love them."

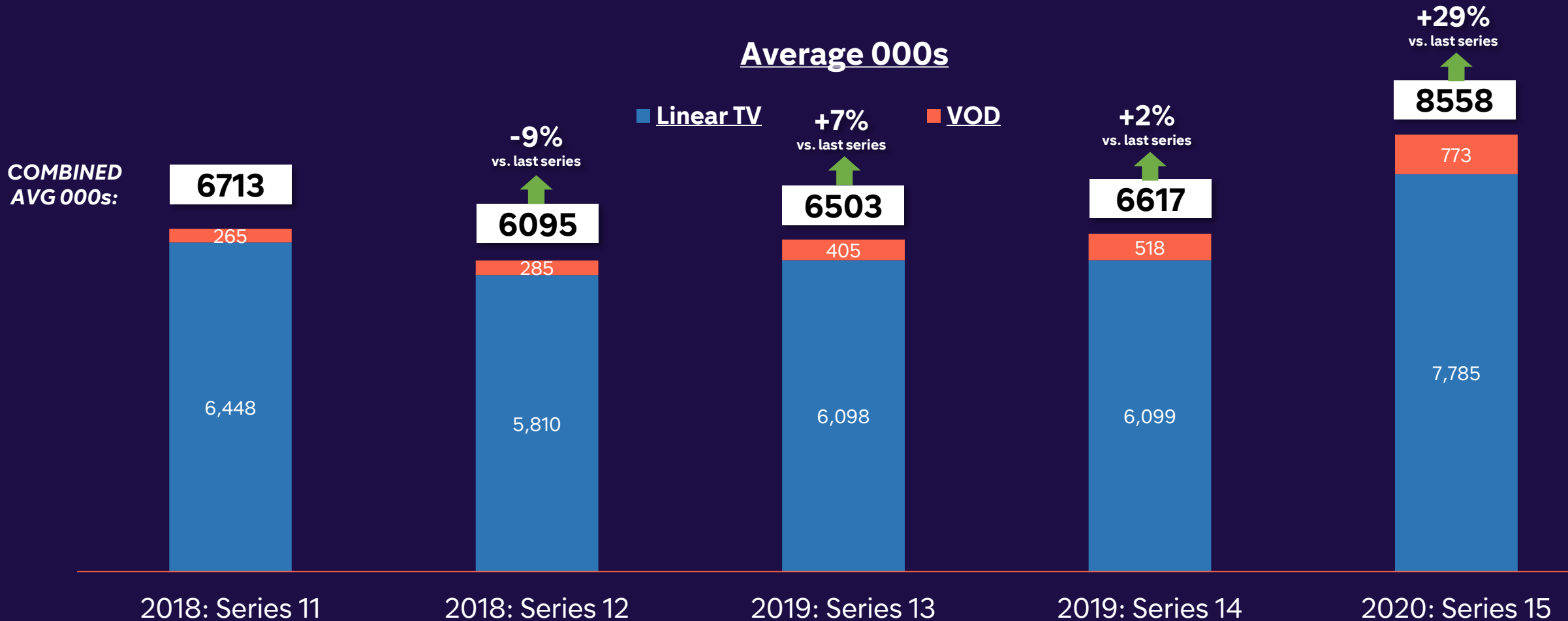
"It's light hearted and seems to show 'normal' people's opinions."

"Seeing normal people reacting to TV like most do and also listening to their banter and getting to know them."

"That there are real people on the show and we can see their reactions to real tv. It's interesting to watch other people's lives."

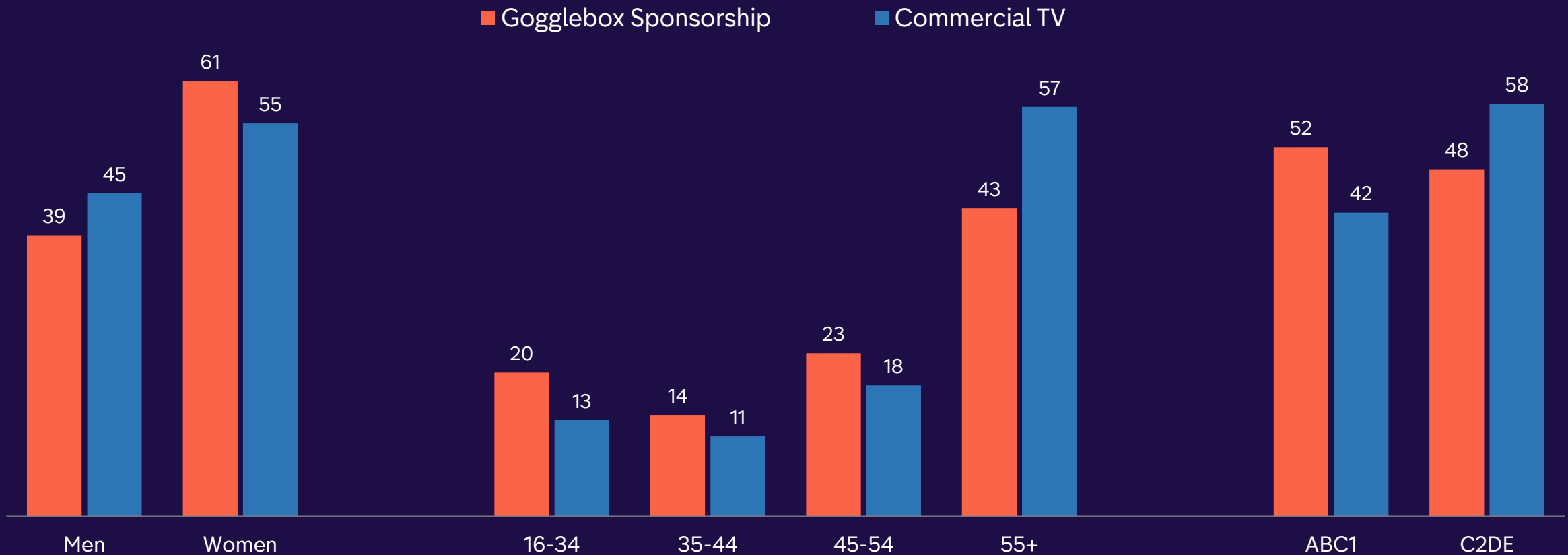
"It's funny and it's good seeing people with the same reaction."

Whilst continuing to attract **new viewers** series on series before and after lockdown



Source: Linear & VoD viewing time de-duped for The Circle (series, dates, channels?), Linear = Live + PVR and VoD = small screen + big screen

The sponsorship is **younger & more upmarket** than the commercial average



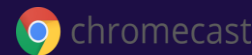
Source: BARB/Techedge, profile of the sponsorship profile (C4/E4/4Seven/More4. From 11/01/19 – 10/08/20, 14,256 idents in total), commercial TV average = 11/01/19 – 10/08/20

And over 12 months it reaches **31m adults** on linear alone...



Gogglebox on All 4

- Available across 28 platforms
- The second biggest programme on All 4 this year
- Consistent YoY growth on VOD





Licensing & Activation





Gogglebox Licensing

Enhance the sponsorship further by licensing the rights to use Gogglebox to promote the association with the show in multiple ways including;

- **LOGO** - Use of Gogglebox (GB) logo and reference to sponsorship on Sponsor website, OWNED social media channels, staff communications, customer communications and PR.
- **CAST USE*** - Image use of select Gogglebox households on website, customer communications and OWNED social media accounts.
- **POS** - Use of the GB logo and household images in 1x digital point-of-sale promotion during TX run.
- **CAST SOCIAL*** - Up to 20 tweets collectively from Gogglebox cast across the year making reference to Sponsor. *Sponsor shall advise on the key messages for the cast tweets and SL shall draft copy.*
- **SHOW CLIPS/GIFs/MEMES*** - 4 per week across the TX run. *Due to production deadlines, delivery is due between 6-8pm each Friday but we will use best endeavours to deliver as early as possible.*
- **CORPORATE EVENTS** - Use of Gogglebox branding, existing clips of households (duration approx. 5 minutes) and cast messages for themed internal staff events / virtual events.
- **C4 VIEWER REWARD COMPETITION** - Sponsor to provide prize. C4 will host the competition and advertise it to targeted newsletter subscribers (c.150K people).
- **AIRTIME USAGE** - Use of the Gogglebox logo or reference to sponsorship within TV advertising or TV spot themed competition.

** Cast to be a selection of households agreed in good faith between the parties.*



Celebrity Gogglebox Licensing

Enhance the sponsorship further by licensing the rights to use Celebrity Gogglebox to promote the association with the show in multiple ways including;

- **LOGO** - Use of Celebrity Gogglebox logo and reference to sponsorship on Sponsor website, OWNED social media channels, staff communications, customer communications and PR.
- **POS** - Use of the Celebrity Gogglebox logo in 1x digital point-of-sale promotion during the TX run.
- **SHOW CLIPS/GIFs/MEMES*** – 4 per week across the TX run. *Due to production deadlines, delivery is due between 6-8pm each Friday but we will use best endeavours to deliver as early as possible.*

GOGGLEBOX & CELEBRITY GOGGLEBOX*
ANNUAL LICENCE FEE FOR RIGHTS
£350K NET

**Should the sponsor want to licence Gogglebox only, the fee for the annual licence would be £300k net*

- * Cast to be a selection of households agreed in good faith between the parties.*
- * Celebrities will not be confirmed until near to TX*

Further Activation Opportunities



BESPOKE CAST PHOTOGRAPHY

To further amplify the campaign and cement the partnership, we can create bespoke imagery with a selection of Gogglebox households for use on the sponsor's website, customer communications and social media accounts. These images would show the cast in their usual environments but would include product within the shot.

For example;

- Confectionary on the footstool of the Malones
- Branded mugs on Pete & Sophie's coffee table
- Branded takeaway bags on Ellie & Izzi's footstool



[Click to play](#)

A BREAK WITHIN A BREAK

We will create a series of 10"-20" TVCs to run throughout the series only, featuring Gogglebox households as they take a break - during the ad break. In the different executions, we would see, for the 1st time ever, our Goggleboxers venture off of their infamous sofas and in to other rooms as they interact with the sponsor's product in their very own homes. This would be shot without sound to give a real 'behind the scenes' feel to the content, but would be voiced by Craig Cash who would commentate on each ad as he does at the start of each show.

For example;

- We see Ellie in the kitchen making a cup of tea using the sponsor's products. Craig VO; *"In the ad break that followed, we saw Ellie making her and her sister a nice brew before heading back to the sofa to watch more Gogglebox"*.



[Click to play](#)



[Click to play](#)

IN ON THE ACTION!

To launch the sponsorship and/or promote the sponsor's new ad, service, product or initiative, we will get our Goggleboxers involved to bring the campaign to life.

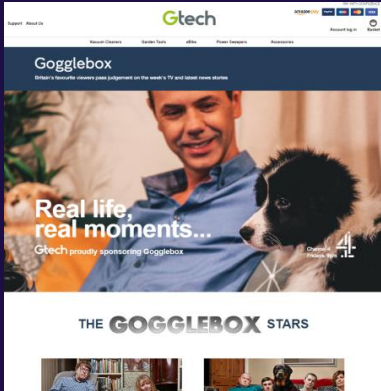
A 60"-210" TVC (with shorter cutdowns) would sit within the Gogglebox ad breaks and would include a selection of households giving us their views on a particular situation, regaling their own personal experiences of the subject matter or reminiscing about certain relevant moments and events.

INVESTMENT IS TBC & SUBJECT TO FURTHER CONVERSATIONS WITH THE SPONSOR & STUDIO LAMBERT

Ideas and households are illustrative only and are subject to editorial, compliance, talent and household approval.

Licensing examples

Included in main licensing package



Logo & Image Use on Website & Socials



Social Media – use of programme images, clips, GIFs, memes and quotes



Themed Competitions



Viewer Reward Comps



Click to play

Digital Content (using existing show clips)



In Store Experiences



Incurs additional investment



Cast Personal Appearances



A recap of the 2021 proposal

What's included....

Linear

Gogglebox Series 17

15 x 60" eps

26th February 2021

Celebrity Gogglebox

7 x 60" eps

TX TBC

Gogglebox Series 18

15 x 60" eps

24th September 2021

All 4

Catch up on All 4 for 30 days where rights permit

Additional Licensing opportunities

Licensing opportunities across both the main series and Celebrity

Accreditation

Linear:

1 x 15", 2 x 5", 1 x 10" per 60 minute episode

VOD:

1 x 10", 3 x 10" per 60minute episode



Gogglebox in 2021

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



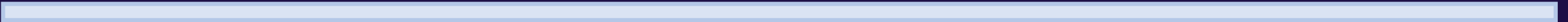
Series 17
15 X 60
26th February



Celebrity Gogglebox
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TX TBC



Series 18
15 X 60
24th September



Repeats where
scheduled



Catch up on All 4