

Monday, 13 July 2020

Seven musters sponsors for Farmer Wants A Wife

The Seven Network today announced the broad slate of sponsors that will be joining *Farmer Wants A Wife* when it premieres this July.

Toyota Australia, IGA, Youfoodz, BUPA, Lilydale, Horticulture Australia and Mayvers, have all been confirmed as sponsors of *Farmer Wants a Wife*. All partners will feature throughout *Farmer Wants A Wife*, the most successful dating show on the planet which has created 99 marriages and 225 children around the world as farmers find true love.

Natalie Harvey, SWM Network Sales Director, said there had been a strong response to the unique proposition offered by *Farmer Wants A Wife*. *“We’re so excited with the response Farmer Wants A Wife has had in the market.*

“It provides an authentic and safe environment for brands to align with real love stories that will capture the hearts of Australians. It’s the world’s most successful dating show, including here in Australia where it’s sparked nine marriages and 20 babies. Our partners are keen for Farmer to get underway to share their brands and products with this much-loved show and its highly engaged audience.”

“Farmer will also be part of our EAVE proposition enabling increased engagement and cut-through for brands. We have seen a very positive impact in terms of audience retention in a decluttered advertising environment through Big Brother and expect to see a similar result for Farmer.”

Farmer Wants A Wife is the next step in Seven’s content-led growth strategy, growing its audiences in key demographics including 25-54s and building unmatched audiences on Seven’s Commercial FTA BVOD service 7plus and social media. Seven has already seen strong results from this strategy, with *Big Brother* delivering significant year on year viewership growth in 25-54s and 16-39s, as well as establishing itself as the top program on Commercial FTA BVOD and regularly dominating social media.

Toyota is partnering with *Farmer Wants a Wife* to demonstrate its commitment to supporting rural and regional Australia. John Pappas, Chief Marketing Officer of Toyota Australia, said: *“Rural & regional Australia is part of Toyota’s DNA, so the opportunity to partner with Farmer Wants A Wife provided us with the perfect platform to demonstrate our ongoing support & commitment to these communities. We know these areas have been doing it tough through drought, bushfires and COVID-19, so it’s important for Toyota to help get these communities back on their feet. We look forward to watching the ladies fall in love not only with the lucky Farmers, but with regional Australia too.”*

IGA is partnering with *Farmer Wants a Wife* as part of its commitment to the local communities they serve across Australia. Tracy Wilson, GM of Marketing at Metcash, said: *“IGA is a network of 1,400 independent, family owned businesses that sit at the heart of their local communities across Australia. IGA retailers are proud supporters of local suppliers, producers and charities. Their local communities shape who they are and what they put on their shelves. In fact no two IGA stores are the same, just like the communities they serve. IGA retailers are*

excited to be part of a show that features just a few of Australia's incredibly hard-working farmers, shining a light on the genuine connections that they themselves have with their local producers and communities. They are looking forward to helping share the love, because IGA is where the locals matter."

Youfoodz is partnering with *Farmer Wants A Wife* to connect with its core audience and out of respect for the local farmers and growers that provide the ingredients for their ready-made meals. Simon Jarvis, Chief Marketing Officer at Youfoodz, said: *"As Australia's favourite fresh ready-made meal provider, there's a natural alignment between Youfoodz and Farmer Wants A Wife, as we both depend on Aussie farmers to provide the quality ingredients that go into the finished product.*

"Our mission is to make it easy for all Aussies to access fresh, healthy and affordable ready-made meals, snacks & drinks, using the highest quality ingredients sourced from local growers.

"We also know Aussies are passionate about their food choices (just like their reality TV shows) and we felt that Farmer is such an iconic heartland Aussie program that appeals to our core audience that we fell head over heels with the proposal."

Yash Gandhi, Head of Marketing at Baiada Poultry, said: *"To partner with Channel 7 for the launch of Farmer Wants A Wife was a great way to share our new brand platform for Lilydale: Dedication you can taste.*

"The dedication of the farmers, for love or simply for what they love doing, is why we're a proud major sponsor of the show and excited to be part of their journey."

Farmer Wants A Wife premieres on Channel 7 this July.

Ends.

For more details:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.