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Seven calls on Australia to bring Eden home New Home and Away campaign attracts over 28,000 callers in 24 hours

After an adrenaline-pumping season finale on Wednesday, 29 November, **Home and Away** will return for an all-new season starting 8 January on Channel 7 and [7plus](#). To keep fans hooked over the break and build engagement with light and lapsed viewers, the Seven Network marketing and audience team launched the “Bring Eden Home” campaign, receiving 65,695 phone calls in just six days – including more than 28,000 in the first 24 hours.

After an epic cliffhanger left Cash desperately searching for his missing girlfriend, Eden, the campaign aims to emulate the true-to-life trauma and action that takes place when a person goes missing.

From missing person “Help Find Eden” posters to social media pleas and on-air promotions, the campaign used earned and owned media to maintain momentum among fans, encouraging them to call 1800 066 816 and hear Eden’s last phone call, making **Home and Away** more tangible than ever.

In its first 24 hours, the campaign saw 28,244 fans call the emergency number, while over 400,000 watched Cash’s video to bring Eden home across Seven’s social channels.

Seven Director Marketing – Brand, Product and Trade, Larissa Ozard, said: “We’re thrilled with the engagement and impact this campaign has driven so far and excited to spearhead an immersive, out-of-the box creative campaign for **Home and Away**.”

“It’s in no small way thanks to some brilliant creative from Nina Kendall and execution by Marni Crutchley and team, who have been able to deliver a campaign to get the nation talking while sweating earned and owned channels.”

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches more than 17 million people a month.

The company is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform

Media Release

That's massive.



[7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia's most loved news, sport and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Dancing With The Stars**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.