



# Media Release

Wednesday, 23 June 2021

## Go for gold

### Seven launches \$1 million contest to crown the best ad for the Olympic Games Tokyo 2020

To celebrate one month before the Opening Ceremony of Olympics Games Tokyo 2020, the Seven Network has launched a contest to crown the best Australian ad shown during the world's biggest and most-watched sporting event of the year.

The brand whose ad wins gold with the public will receive free placement in Seven's biggest sporting and cultural moments of the next nine months, including the AFL Grand Final, Bathurst 1000, the Ashes Test series and the Olympic Winter Games Beijing 2022.

The contest will recognise and celebrate creativity, showcasing the amazing work of the advertising industry in the Games as voted for by the nation.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "This creative contest will reward brands who get the nation pumped through big ideas and powerful messages that connect with audiences. With lots of pent-up excitement to tap into, now is the time for brands to go for gold and get their ads placed at the forefront of 2021's largest sporting event and win free placement during the greatest live and cultural moments of 2021 and 2022 on Seven.

"Tokyo 2020 is the must-watch event of the year and gives brands an incredible opportunity to get in front of millions of engaged viewers as they cheer on Australia and the world's best athletes.

"With the eyes of the nation on Seven's Olympic Games coverage, this will be a rare opportunity for brands to be seen on the most coveted stage in Australian advertising, be part of a national conversation and leverage the power of Seven's record-breaking Olympic audience across broadcast and digital," he said.

"The Favourite Ad of the Games competition is a call to arms for advertisers and agencies to think big and produce Superbowl-style ads that emotionally connect with audiences. There's no better time for brands to engage and entertain viewers."

Favourite Ad of the Games is open to advertisers who place an ad in Seven's Olympic Games Tokyo 2020 coverage. The winner will be decided by a public poll, with viewers who vote given the chance to win holiday package valued at \$25,000, supporting local communities and the travel industry.

Terms and conditions apply. Further details are available at [www.inside7.com.au/favourite-ad-of-the-games](http://www.inside7.com.au/favourite-ad-of-the-games)



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Seven's coverage of the Olympic Games Tokyo 2020 will include 45 dedicated Olympics channels across Channel 7, 7mate and [7plus](https://www.7plus.com.au/), all free and in HD. In addition, 7NEWS.com.au will be the #1 online destination for Olympic news, updates and insights.

[7plus.com.au/olympics](https://www.7plus.com.au/olympics)

## **Olympic Games Tokyo 2020 23 July to 8 August Paralympic Games 24 August to 5 September Tokyo 2020 live and free on Seven and 7plus**

For more information, please contact:

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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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.



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