

Wednesday, 25 January 2023

Seven reveals Australian Idol sponsors Optus and Arnott's Tim Tam take centre stage

The Seven Network today announced Optus and Arnott's Tim Tam as its major broadcast partners of the all-new series of **Australian Idol**, which premieres 7.30pm Monday, 30 January on Channel 7 and [7plus](#).

The sponsorships with Optus, a leading Australian technology and telecommunications business, and Arnott's Tim Tam, Australia's most loved chocolate biscuit, have been strategically developed with the agencies UM (Optus) and The Neighbourhood, Publicis Groupe's bespoke connected agency platform for Arnott's.

The partnerships include bespoke activation packages, in-program integration, premium commercial assets on Channel 7 and 7plus across metro, regional and digital screens, social support and amplification on Seven's new channel, 7Bravo.

Creative ideation, executions and on-air sponsorship assets and extensions have been produced by 7RED in partnership with UM, The Neighbourhood, Optus and Arnott's Tim Tam. Other key sponsors include Samsung and Universal Pictures Australia.

Using the Optus Living Network, Optus will keep **Australian Idol** contestants connected with their loved ones during crucial moments, such as following a successful audition or progressing through to the finals.

Arnott's Tim Tam's partnership will include unique on-air promotions, indulgent experiences and special giveaways. The **Australian Idol** sponsorship aims to inspire viewers with exciting new ways to indulge in Arnott's Tim Tams.

Optus Senior Director, Brand Marketing, Cameron Luby, said: "**Australian Idol** is the perfect brand alignment for Optus as aspiring singers say YES to the opportunity of pursuing their musical dreams.

"With its extraordinary auditions and uplifting performances, **Australian Idol** embodies Optus' spirit of optimism and our active role in reminding Australians that extraordinary opportunities 'Start with YES'."

Arnott's Tim Tam Marketing Manager, Rebecca Chan, said: "Arnott's Tim Tam is one of Australia's national icons so who better to be there when a new national superstar is discovered! We are excited to be a part of **Australian Idol**'s return; the perfect program for Aussies to watch together and enjoy a Tim Tam. What more could you wish for?"

Director of 7RED, Katie Finney, said: "We are delighted to welcome Optus and Arnott's Tim Tam as major sponsors for the highly anticipated new season of **Australian Idol** on Channel 7 and 7plus.

“**Australian Idol** offers our commercial partners a unique opportunity to engage with a multi-generational audience across metro, regional and digital screens in a trusted, brand-safe environment.

“With massive live shows, electrifying performances and guaranteed feel-good moments, there’s no show more exciting than **Australian Idol** for brands to align with,” she said.

The Neighbourhood Chief Client Officer, Toby Aldred, said: “**Australian Idol** provides a great and playful opportunity to connect the everyday indulgence of a Tim Tam with everyday Australians. Seven have been great partners in helping develop an exciting platform to run throughout the series.”

UM Senior Creative Connections Director, Amy Cummings, said: “**Australian Idol** has been an instrumental tentpole on Australian screens that has surfaced some of our nation’s greatest musical talent by fostering and championing the ambition and talent of everyday Aussies. With Optus sharing that same spirit, the exciting return of **Australian Idol** represented the perfect media vehicle to partner with and demonstrate the role and value Optus has in the lives of everyday Australians. This has been a truly integrated brand and content partnership between Seven, Optus and UM to showcase how Optus creates meaningful connections between people and services to make great things happen.”

Helping unearth the next idol to take Australia by storm will be celebrated *American Idol* judge and multiple Grammy® Award-winner Harry Connick Jr; powerhouse Grammy® Award-winning singer-songwriter Meghan Trainor; unfiltered and unapologetic top-rating broadcaster Kyle Sandilands; and beloved eight-time ARIA Award-winning singer-songwriter Amy Shark; plus original **Australian Idol** judge Marcia Hines in a special guest role.

The unmissable new series will be hosted by Ricki-Lee and Scott Tweedie.

For more information, please contact:

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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 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 [7plus](https://www.seven.com.au/7plus); [7NEWS.com.au](https://www.seven.com.au/7news); *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**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **Blow Up** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.