

# Carat and The Story Lab partner Oz Lotto's Big.Aussie.Fun with Network10's I'm A Celebrity Get Me Out of Here!

Carat and The Story Lab announced today a brand and network first sponsorship with Oz Lotto and Network 10's I'm a Celebrity... Get Me Out of Here! Through an integrated, cross-platform sponsorship, Oz Lotto and 10 will be bringing the brand's new brand platform, "Big. Aussie. Fun." to life in the Aussie jungle this summer.

The popular Network 10 program is expected to continue gathering momentum in 2021. With its line-up of local favourite celebrities set for the first time in the Aussie Jungle and produced with a light-hearted comical tone, it's a perfect Big Aussie Fun brand fit for Oz Lotto.

Oz Lotto is one of Australia's most popular jackpotting lottery games and has been creating new multi-millionaires every Tuesday since 1994.

Leveraging the popularity and light-hearted fun surrounding I'm A Celebrity...Get Me Out Of Here!, the aim is to reach consumers in a new environment and reinforce the fact that Oz Lotto is one of Australia's favourite lottery games. And what better place to do that than in the heart of iconic Aussie environments.

Through the collaboration between Oz Lotto, Carat, The Story Lab, Network 10 and ITV, this will deliver the first integrated sponsorship of a lottery brand for both Tabcorp and Network 10.

"As a first for both Oz Lotto and Tabcorp, we are very excited to see one of our leading brands come to life in a major Australian tentpole programme. It is exciting to have the opportunity to integrate into entertainment formats such as I'm a Celebrity... Get Me Out Of Here! for the first time thanks to the collaborative efforts of Carat, The Story Lab and Network 10," said Jennifer Lyons, Senior Marketing Manager, Tabcorp.

10 ViacomCBS National Sales Director, Lisa Squillace, said: "We are excited about the partnership with Oz Lotto and the creative way in which we will bring to life I'm A Celebrity... Get Me Out Of Here!. We can't wait for viewers to see the 2021 series and showcase this innovative campaign."

"We've had a lot of fun working across The Lott's portfolio of brands for the last three years. The team are constantly striving for new and innovative ways to bring more meaning to their brands and make them more culturally relevant. It's certainly a highlight to be part of their first foray into tentpole TV integration," added Claire Crennan, Content Partnerships Director, The Story Lab.

**Team:**

- Claire Crennan – Content Partnerships Director, The Story Lab
- Aidan Ryan – Client Leader, Carat
- Harleen Sodhi - Client Executive, Carat
- Jennifer Lyons – Senior Marketing Manager, Tabcorp
- Matthew Itzstein – Brand Manager, Tabcorp
- Kelly-Marie Caris – Brand Manager, Tabcorp
- Bek Davidson – Marketing Coordinator, Tabcorp

**Partners**

**Network 10:**

- Karen Hirst – Group Partnerships Manager - Effect
- Jess Healy – Group Sales Manager
- Lisa Edwards – National Brand Partnerships Manager
- Priscilla Yip – Digital Partnerships Executive

**ITV:**

- Kimiko Roberts - Commercial Integration & Content Partnerships Manager

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