



06 MAR 2017

## MediaCom's got talent

There's a real buzz around the office at the moment at the announcement of the latest TV sponsorship we've brokered, between our client AO.com and the Saturday night TV staple, Britain's Got Talent. The ever-popular TV talent show will return for an eleventh series in the Spring and the AO.com sponsorship deal, a first for the business, will include on-air and mobile companion app sponsorship, plus multi-platform activation over the show's audition stages and live shows.

For MediaCom Manchester, the deal is the latest in a long line of ground breaking TV partnerships we've engineered for our clients. From when we first opened our doors back in 1996 and put Yorkshire Tea on ITV as sponsors of Heartbeat, to more recent examples such as the ginger joint venture between Crabbie's and TFI Friday, and the unforgettable ad

break hijack by Alan Carr in the middle of the Channel 4 Comedy Gala.

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In fact, you might say we make a pretty good judge when it comes to what makes a perfect TV partnership, and we think the one between AO.com and Britain's Got Talent is right up there with Ant and Dec. Britain's Got Talent continues to be one of the UK's most popular entertainment shows, and AO.com boasts customer satisfaction ratings higher than Simon Cowell's trousers. The similarities between the two brands are many, but perhaps the common ground could best be described as: providing ordinary people with extraordinary moments.

Paul Cooper, Managing Director of MediaCom North Group stated:

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*As a growing, fast moving and entrepreneurial online business – AO.com is the type of brand we at MediaCom North do our best work for. We are proud to support them on their growth to becoming the best electrical retailer in Europe. The AO.com and Britain's Got Talent partnership is a great example of how we work with our clients and media partners to place brands closer to the content that audiences love.*

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Britain's Got Talent will return to ITV in the Spring and will see judge favourites; David Walliams, Amanda Holden, Alesha Dixon and show creator Simon Cowell returning for the 6th year in a row.

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