

The Return Of The Great British Bake Off

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First of all, I have to confess - I really cannot bake! It is not that I haven't tried - I have but every single time my creations result into something out of Mary Berry's nightmares: soggy bottoms, collapsed cupcakes, un-set Alaska, you name it - it has happened. I am, however, incredibly skilled at eating someone else's baking and I am very good at religiously watching TheGreat British Bake Off, in which endeavour I know that I'm not alone

Last year the show attracted an incredible 13.85 million viewers and the first episode got 139k mentions across social media as it aired, with 3,000 mentions being registered per minute as soon as the show started.

This BAFTA award-winning programme, has not only been attracting millions of viewers since its launch in 2010, it has now become a significant part of British culture with the incredible ability to inspire people to bake. Although the cooking contest started its journey on BBC, now it is going to be aired by Channel 4, who poached it from the BBC with an eye-bleedingly expensive three-year deal with producers of the show Love Productions. To promote the imminent airing of the show Channel 4 have released an animated trailer, which is truly delicious-looking! The trailer features cakes, pies, bread, and pastries all singing in unison all somewhat referencing past Bake Off creations. Bakers and animators worked together side-by-side to produce this trailer, which includes 335 baked characters made with 500 eggs, 28kg of sugar and 50kg of flour. It took them six weeks to produce all the elements and seven days to film and in the end, no one got to taste the bakes as they were mostly made with glue or high levels of salt to preserve them.

Lyle's Golden Syrup and Dr Oetker have each signed on to sponsor Channel 4's first series of The Great British Bake Off. The 20-second opening and closing bumpers were agreed to be split 50:50 with ten-seconds each per brand, while the centre-break bumpers would be rotated equally between the two partners. This opportunity is not only new for Channel 4 but for both brands too, Lyle's Golden Syrup has not advertised on TV for around 25 years, while Dr Oetker's sponsorship of The Great British Bake Off is the first time the baking brand has ever sponsored primetime TV programming.

It is also good news for other brands too. According to a report from eBay, programmes like the Great British Bake Off are influencing purchasing habits among people who regularly partake in 'dual-screening', in particular boosting mobile sales of cookie cutters and tins while watching the show. By using minute-by-minute data, eBay could track behaviour at precise TV moments, and found that during the season seven premiere of *Bake Off*, there was a 67% rise in interest in baking products. In the hour after the first show aired, interest soared to 133%.

Whilst some in our office feel that the show is further evidence of the decline of western civilisation, I personally cannot wait to start watching the new Bake Off, even if Mary Berry won't be part of it, I am pretty sure Sandi Toksvig and Noel Fielding will have a few raunchy

cake themed jokes up their sleeves.

Sources:

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