

# koala x CELEBRITY APPRENTICE

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# CHALLENGE

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Koala wanted to promote their brand in a unique and exciting way.

But, as a brand with no bricks-and-mortar stores, how do you do this in a way to engage prospective customers, and effectively get noticed?



# EXECUTION

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The celebs were tasked with decorating a pop-up display cube that featured Koala furniture within a busy shopping centre.

The episode follows them from initial planning through to activation, engaging with shoppers by getting them to jump on the bed, sit on the couch, and touch and feel the quality of Koala's products. While keeping the shoppers engaged, the celebs were able to educate them on the features and benefits of the furniture.

Home viewers were entertained by the drama unfolding throughout the episode, and through this they also got to understand more about the brand and the product.



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The pop-up marketing display was a hit. It created energy, excitement and awareness of Koala, with the product being talked about and engaged with by some of Australia's most notable celebrities across a full 60-minute episode of a proven, prime-time television format.

We connected with an audience at scale at home and grabbed the attention of TV viewers for a whole hour.

- The series reached more than **4 million** Australians each week
- It reached a national average audience of **805,000**
- **Timeslot winner** for Total People and 25-54s
- The series achieved **111,000,000** Live + VOD minutes
- There were more than **2,600,000** Live +n VOD streams



*"It was very playful jumping on the bed, but also you could feel the solid quality of the mattress and the bed base beneath you. I thought it was excellent and they made it a lot of fun."* **Virginia Wheway, Koala VP – Data, Analytics**



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