



# GRUEN

**#GRUEN**  
WEDNESDAYS  
8.30PM



ABC  
**iView**



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**Gruen** is back to find out why we buy what we buy. And why the ads on the side of our internet browser want us to buy more.

The multi award-winning and critically acclaimed **Gruen** returns to ABC TV on August 3 at 8.30PM

Wil, Russel, Todd and a team of new and familiar faces return to deconstruct our vast advertising landscape which gets more freakishly sophisticated every year we find ourselves around the **Gruen** desk.

Expect to see our panel of experts tackle topical local and international stories, as well as marketing and spin

from the sublime to the ridiculous, to the utterly everyday. No topic is too big or small, too stupid or too serious to escape the Gruen treatment.

Fan favourite *The Pitch* returns as Australia's top creative agencies battle it out over the thorniest briefs we can throw at them.

"Nine years after thinking 'we really hope this oddball panel show survives its first week', **Gruen** returns as one of the ABC's best and most beloved programs. It's a delight to welcome the team back. May they continue to call bullshit on the cynical messaging that surrounds us." said ABC's Head of Entertainment Jon Casimir.

Host Wil Anderson says, "Yes we missed the election, but knowing Australia we will have another one by the end of the series."

In its many incarnations since it debuted in 2008: *The Gruen Transfer*, *Gruen Planet*, *Gruen Nation*, and *Gruen Sweat* - the show, produced by CJZ, has garnered various awards: the 2010 AFI Award for Best Light Entertainment Program; the 2012 AACTA Award for Best Light Entertainment Program; the Rose d'Or in 2013; and this year, the Logie Award for Most Outstanding Entertainment program.

**Gruen**: the show that unashamedly puts ads on the ABC returns Wednesday August 3rd at 8:30pm.



# GRUEN

**Executive producers**

Nick Murray (CJZ)  
Wil Anderson  
Richard Huddleston (ABC)

**Series Producer**

Polly Connolly

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**CJZ and ABC TV co-production**

