

GRUEN

THE GOOD THE BAD AND THE UGLY OF ADVERTISING



#GRUEN
WEDNESDAYS
8.30PM
FROM WED SEPT 13



THIS IS A PRESS RELEASE TO SELL GRUEN...

There will be grandiose language, hastily gathered quotes and just enough information to sound enticing without actually giving anything away.

Yes, the show that unpicks the dark arts of advertising, branding and spin is back for its 9th season and 99th episode.

We are drowning in more marketing than ever. People are now brands, while brands pretend to be people, emailing you on your birthday and trying to seduce you to 'join the conversation'. We're living in a world where the US President is the biggest brand of all, celebrities are "influencers", influencers are celebrities and words like "influencer" have lost all meaning.

Whether you're spooling through Gumtree for a second-hand fridge, skipping through a podcast selling you a mattress, or checking the weather on the BOM website - you can't avoid advertising. It's as ageless as the airbrushed actor spruiking expensive face gunk. The only anti-venom is understanding how it all works.

Enter host Wil Anderson, Russel Howcroft, Todd Sampson and a trusty team of advertising experts, including veteran panellist Dee Madigan and some brand-new faces. The weekly topical series will drive through new marketing terrain - Amazon in Australia, the NBN and any PR disasters unlucky enough to erupt during the course of the season. Gruen will celebrate the good, the bad and the ugly. Plus, The Pitch returns with a whole new slate of impossible briefs and top agencies to battle it out in the Gruen ring.

Join us as we sneak ads onto the ABC and call bullshit on brands pretending they're just like us. **Wednesday 13 September, 8.30pm.**

**A CJZ and ABC co-production; Executive Producers: Nick Murray (CJZ), Wil Anderson, Richard Huddleston (ABC)
Series Producer: Polly Connolly.**

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