

Opportunity

Undercover Girlfriend

Sponsorship Opportunity



Channel



Start

September 2018

The Opportunity

Presenting Channel 5's brand new and exciting show Undercover Girlfriend, offering brands the opportunity to associate with millennial targeted content on a terrestrial channel.

About the show

What's better than the perfect lads holiday abroad with the freedom to hang out with your friends and not worry about work or anything back at home for that matter? After all, what happens on tour stays on tour right? Not in this case!

Undercover Girlfriends is about a group of wayward young men embarking on what they think is the ultimate lads holiday of their dreams, full of fun, sun and beautiful girls. However, unbeknownst to them their girlfriends will be coming along for the ride...

Using the latest technology in prosthetic disguises and undercover filming, the girlfriends will be tailing their other halves from the moment they step off the plane! Watching everything they get up to from monitoring their villa to lounging next to them on the beach in a full disguise, each night the girls mission will become riskier as they make their way closer to the boys. Surely the guys won't end up hitting on their own girlfriends, will they?!

This warm and funny stripped event will guarantee drama and laughter throughout, and will also change the way the nation sees lads holidays forever!

Scheduling and Accreditation

- September 2018
- 5 x stripped 60 minute episodes
- 1 x 15", 1 x 10" and 6 x 5" per episode

Minimum number of idents produced to be agreed with C5

VOD Delivery

- Forecasted to deliver approx. **1.3m** on demand impressions - equating to **£20k** in value

Contact Details

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