

Opportunity

# All Creatures Great and Small

## Sponsorship Opportunity



Channel

Start



Available from  
September 2020

### The Opportunity

Sponsor Channel 5's brand new and highly anticipated drama series. This is the perfect opportunity for a brand looking to align itself to an iconic drama that promises to be full of wit, warmth and quirky charm.

### The Content

Based on best-selling author James Herriot's cherished and iconic collection of stories, All Creatures Great and Small will preserve the rich spirit, tone and values of Herriot's iconic characters and stories.

This new adaption will bring to life the entertaining and incredibly funny tales of country life in the North of England for a modern audience, introducing a new generation to the much loved books. There would also be opportunity to extend this sponsorship through spin off content.

### Benefits

- **Association** - aligning your brand to nostalgic content that promises to attract both new and existing audiences.
- **Audience** - effectively targets adults and ABC1 adults alike, reaching up to **7.9M** of adults and **4.1M** Adults ABC1 both across the sponsorship.
- **Frequency** - with consistent schedule presence, All Creatures Great and Small offers a strong platform to get brands seen up to **13 times** by key audiences.

### Scheduling and Accreditation

- 60 minute peak episodes
- 1 episode per week, over 7 weeks
- 1 x 15", 1 x 10" and 6 x 5" per hour
- Tx'ing during peak hours

### Contact Details

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