



ELEVATE

your living space

 Powered



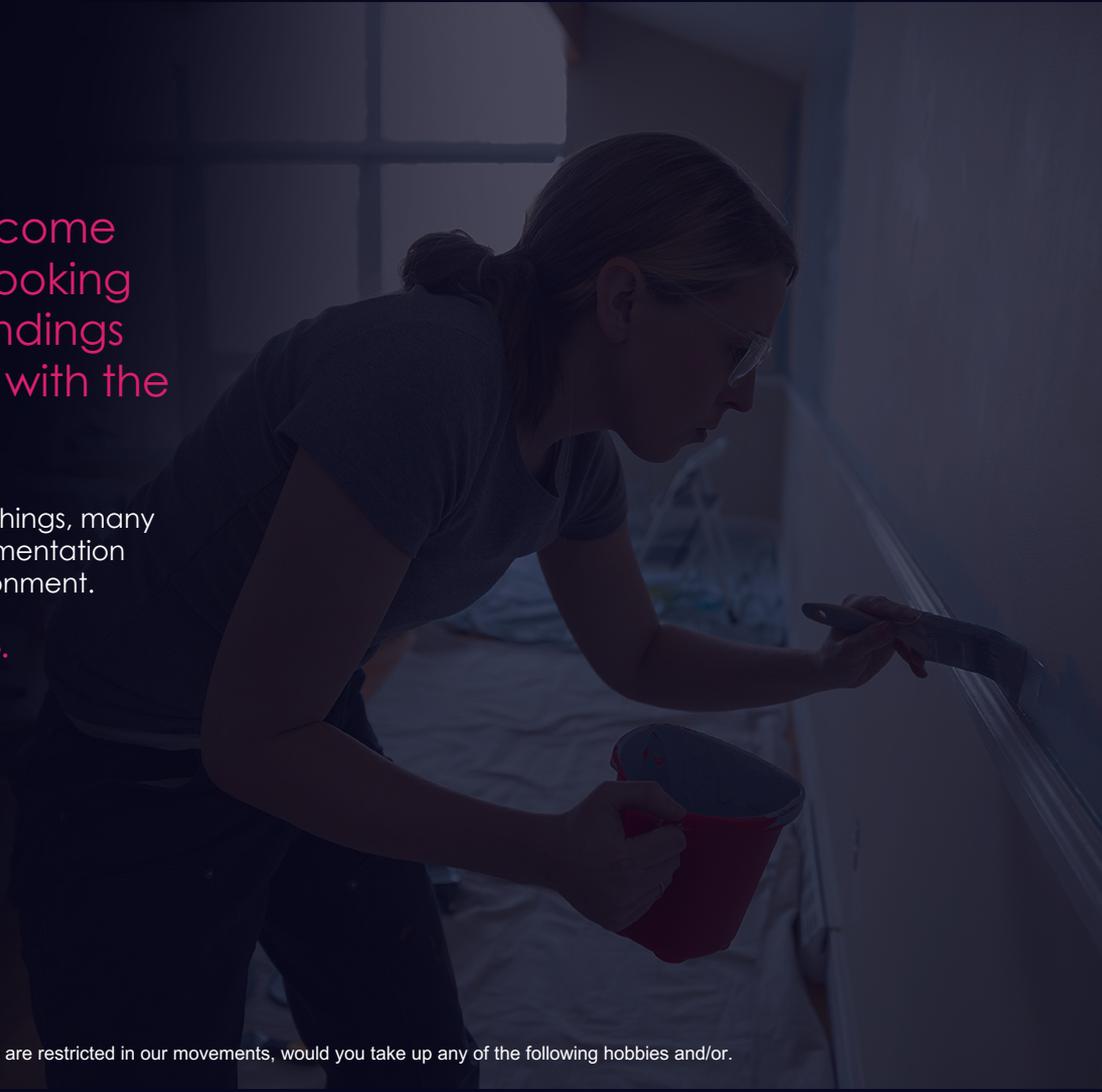
Now that staying in has officially become the new going out, Australians are looking for ways to better enjoy their surroundings and are wanting to feel productive with the extra time they have at home.

Consumers are expanding their horizons and trying new things, many for the first time. Circumstance is driving uptake in experimentation with different brands and content within the home environment.

Introducing **Elevate Your Living Space – Powered by Nine.**



of consumers are looking to take up new DIY projects.



A woman with blonde hair in a bun, wearing glasses and a white sweater, is sitting at a desk and looking at a laptop. The background is a blurred home office.

MORE TIME TO EXPERIMENT

Now that staying in has officially become the new going out, Australians are looking for ways to better enjoy their surroundings and are wanting to feel productive with the extra time they have at home.

A woman in a red and black plaid shirt is using a vacuum cleaner in a room. She is holding a baby in her arms. The room has a white brick wall and a staircase in the background.

LOOKING TO BE PRODUCTIVE

More time at home can mean new forms of productivity and focus, with people ticking off to-do-lists and getting things done.

Consumers are expanding their horizons and trying new things, many for the first time. Circumstance is driving uptake in experimentation with different brands and content within the home environment.

A man and a woman are sitting on a grey couch in a living room. They are both smiling and looking towards the right. The room has a white wall and a coffee table in front of them.

ELEVATE YOUR LIVING SPACE

From growing your own herb garden to setting up the ultimate at home theatre experience to upscaling old furniture, this is a campaign-driven by broadcast and extended into video and digital, that will inspire listeners with ways to be creative, save money and time at home with help from our trusted experts.

HOW IT COMES TO LIFE ACROSS NINE



TELEVISION



BVOD



PUBLISHING



DIGITAL



RADIO

SCALE

AMPLIFICATION

HIGH IMPACT

IMMERSIVE

ENGAGEMENT

"Elevate" TVC

Harnessing the scale of Nine's linear TV platforms, a branded 90 second spot will run on a Friday night to inspire Australians to carry out home DIY activities over the weekend using the voice of trusted experts from *The Block* or ambassadors of a brand's choice. This will further be extended in the *Today Show* via a pre-recorded segment using talent.

9Now

The vignette TVC series will be amplified across Nine's broadcast video on demand platform, 9Now, with targeted short-form pre-roll and high-impact sponsorships using 9Tribes data.

Good Weekend, Sunday Life and Good Food

Across Nine's publishing assets, high-impact creative executions within *Good Weekend* and *Sunday Life* will engage millions of readers and provide step by step instructions on how to carry out creative tasks around the home.

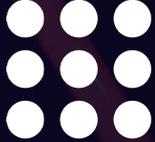
9Honey

Nine's leading digital women's network and Australia's most trusted independent food brand will provide an immersive backdrop for high-impact native content including ultimate guides to 24-hour bathroom renos, furniture to invest in, tech hacks for parents and more.

Audio Vignette Series

Australia's leading news-talk radio network will provide close to 2 million weekly listeners with hack ideas to try at home. Content will drive listeners to the client website OR the station website to see more video/native content and/or enter a competition for the chance to win cash.



 **Nine**

nineforbrands.com.au