

TEN teams up with Roving Enterprises for 'The Live Sell'

27 March 2009

Network Ten today announced it had teamed up with Roving Enterprises to launch exclusive 'Live Sell' segments for Sunday night favourite, *Rove*.

Roving Enterprises developed The Live Sell as a 30 second live advertisement that combines comedic improvisation with product promotion. The Live Sell will only appear in commercial breaks during *Rove*.

Each segment will be hosted by new *Rove* cast member, Hayden 'Haydo' Guppy, and the hilarious Nick Maxwell (the man – and the voice - behind the hugely popular *Kevin Rudd, PM* series). In a bold move for willing advertisers, the comedic duo will have complete creative licence to write, produce and star in each week's live segment.

The Live Sell will kick off this Sunday 29 March, featuring Bakers Delight's hot cross bun range which includes their new Mocha flavour.

TEN's chief network sales officer, Vance Lothringer, said The Live Sell segment will appeal to clients who are hungry for innovative opportunities to achieve cut-through for their brands, while understanding the risk-factor involved in live comedy TV.

"The decision to launch The Live Sell in Sunday night's *Rove* was simple. It's one of our most-loved shows, producing some of the funniest moments on Australian television. Week in, week out, *Rove* showcases the best live acts, the most interesting line-up of local and international guests and some of Australia's funniest comedians. That's why it's the clear number one program in its timeslot for people under 50," Mr Lothringer said.

"Live television lends itself perfectly to the true spirit of a good Live Sell. It reminds me of the good old, bad old days of TV," Mr Lothringer said.

In the best traditions of vintage Graham Kennedy, The Live Sell will be a real high-wire act for performers and clients. Roving Enterprises executive producer, Craig Campbell, said he was looking forward to the comedic duo's take on things.

"In keeping with the true spirit of live TV, there will be no client concept or script approval prior to broadcast. With The Live Sell, Haydo and Nick will extol the virtues of the 'product of the week' in their own unique way. I expect we're going to see some irreverent, funny and classic television moments," Mr Campbell said.

Senior Brand Manager for Bakers Delight, Kate Adamson, said: "Bakers Delight's advertising is down to earth, light-hearted and of course humorous. We're delighted to be part of TEN's innovative new Live Sell segment and we look forward to seeing what the team at *Rove* come up with."

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