



NEW SEASON OF BUILDING IDEAS

COMMENCES JUNE 2018

Building Ideas™ is the flagship building and home improvement television program for South Australia. It promotes the good news stories of South Australian builders and aims to inform home buyers and renovators of the latest building trends, products and services.

Building Ideas™ drives its audience into action with interesting information about new industry products, services, looks and trends.

PROGRAM FORMAT

The 2018 season of Building Ideas™ consists of 12 half hour episodes airing from Sunday 24th June to Sunday 16th September. Each episode is broken into 4 segments (3 min each) and 1 hosting (10 min), providing a cost effective and dynamic way to market your products and services.

PRODUCTION

Production of Building Ideas™ commences in May and concludes in August. Master Builders' ability to manage segment development, scripting, coordination, filming and production means that Building Ideas™ is an easy and cost effective way to promote your business on TV.

RATINGS

In 2018, Channel 9 will schedule the Building Ideas™ program on Sunday's at 4.30pm, acting as "its prime time" lead in. With a regular viewership of 20,000 individuals weekly and a target market of females 25-44, the 2018 season of Building Ideas is the perfect vehicle to communicate with South Australian home buyer's and renovators.



MARKETING PACKAGES

Building Ideas™ episodes include topics such as energy efficiency and sustainability, lighting, outdoor kitchens, entertaining, flooring, the latest kitchen and bathroom trends, pools and landscaping, interior design looks, styles and trends, painting, colours and wall finishes.

3 MINUTE INFOTAINMENT SEGMENTS

Infotainment segments outline the “good news” stories of your company and are produced in a testimonial style. Segments allow for direct marketing of your products and services.

Cost: \$4,500

HOSTING OF A BUILDING IDEAS™ EPISODE: APPROX 10MIN AIR TIME

Hosting an episode of Building Ideas™ allows for the greatest amount of air time for your product. Not only will the episode start and finish at your location but we will continually cut back to the host providing an in depth, episode wide promotion of your company

Cost: \$5,500

ADDITIONAL BENEFITS

- Screening of TVC's as provided by the client in consultation with Master Builders.
- Segment concept development, coordination, scripting, filming and production to be managed by Master Builders SA on behalf of and in consultation with you.
- The opportunity to download your segments for your ongoing promotional use.
- Branding of each infotainment segment
- The opportunity to access all footage including “wild vision” associated with your segment.

For further information about various advertising packages available contact **Ilona Tamm on 08 8211 7466** or at **itamm@mbasa.com.au**.

