

Polaroid x love island



LOVE ISLAND – WHAT IS IT?

Love Island is a dating reality show from the UK aired since 2015 on ITV network.

It involves a group of contestants, referred to as **Islanders**, living in isolation from the outside world in a villa in Mallorca, constantly under video surveillance.

To survive in the villa the Islanders must be **coupled up** with another Islander, whether it be for love, friendship or money.

Any Islander who remains single after the coupling is eliminated and dumped from the island. Islanders can also be eliminated via public vote through the *Love Island* app.

During the final week, the public vote for the couple they want to win the series and therefore take home the £50,000 prize money.

The UK 2018 edition received the **highest rating on a digital TV program** since the 2012 Summer Olympics were broadcast on BBC Three; it was also **the most watched program ever on ITV2**.

Due to the success of the show it has now expanded to several countries including: **Australia**, Germany, Finland and Sweden, Netherlands, US, Belgium, Holland, Poland and Hungary.



LOVE ISLAND AUSTRALIA

Polaroid will be the official eyewear partner of the 2019 edition of Love Island.
Be prepared to see Polaroid on the TV show and on every beach you step on in 2019/20.



AUSTRALIA SERIES 1 – RATING RESULTS

- ❖ the full series consolidated to 474k viewers cross platform → 226,797 Overnight TV, 16,899 Live Stream, 229,963 on Catch-Up
- ❖ #1 live streamed program (non sport) on 9Now
- ❖ Demographic is 45% young adults 18-39 and is 64% female
- ❖ 52% of the total cross platform audience is from 9Now
- ❖ 2.6 million short form video views on 9Now
- ❖ Series 2 will move to 9 main network
- ❖ Sophie Monk continues as host



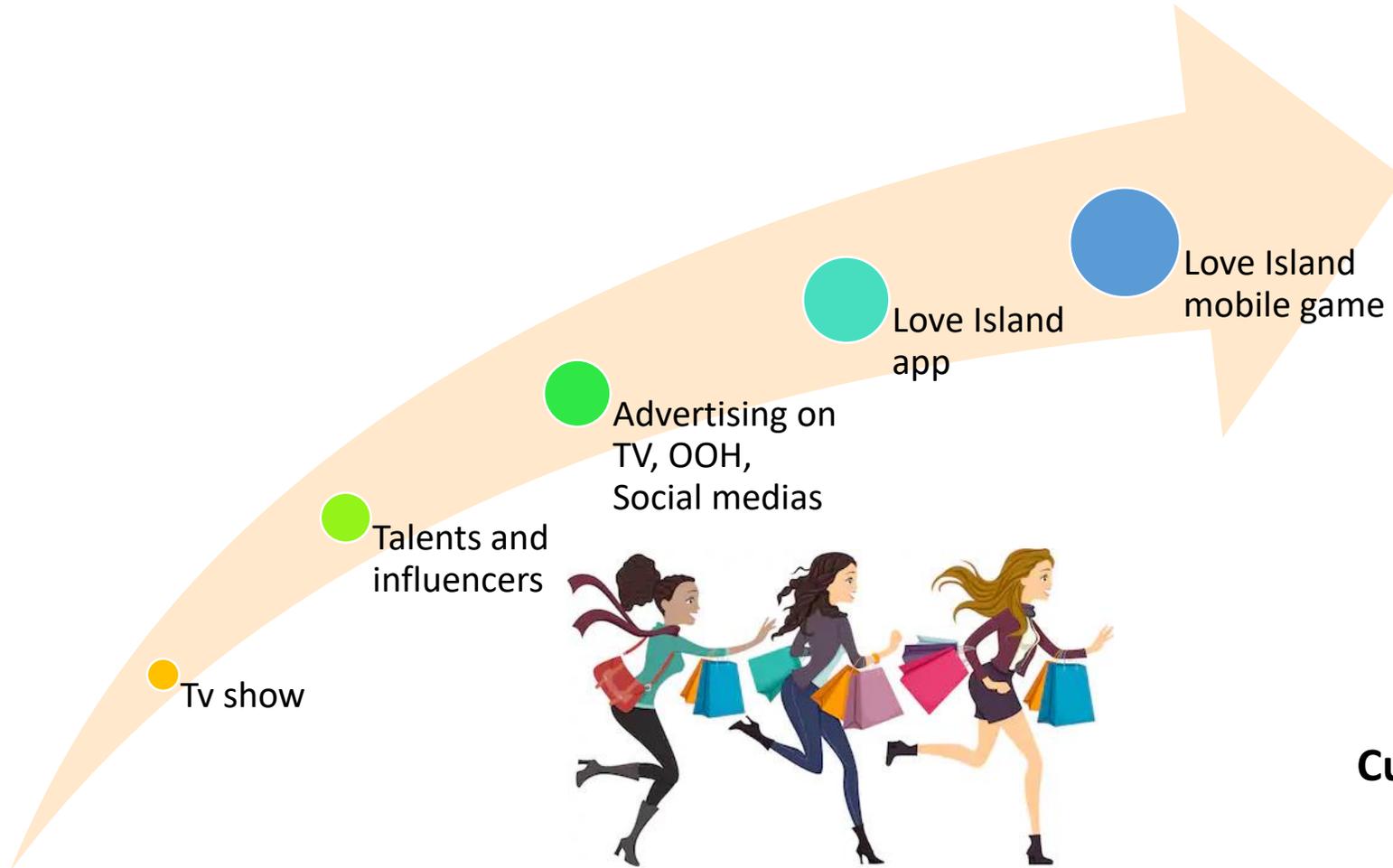
AUSTRALIA SERIES 1 – A SOCIAL MEDIA SENSATION

Participant LI Australia Season 1	Instagram handle	# of followers on Instagram before LI	# of followers on Instagram after LI
Justin	@justinlacko	13.4k	113k
Natasha	@tashacherie	100k	170k
Erin	@erin.alysha	3.5k	347k
Eden	@dallyeden	2.2k	189k
Cassidy	@cattcity	27.9k	260k
Charlie	@charlietaylor	179k	334k
Tayla	@tayla.damir	5.6k	377k
Grant	@grant_crapp	10k	152k
Millie	@millie1993	3k	215k

SEASON 2 LAUNCHING SOON – NOW ON NINE'S MAIN CHANNEL



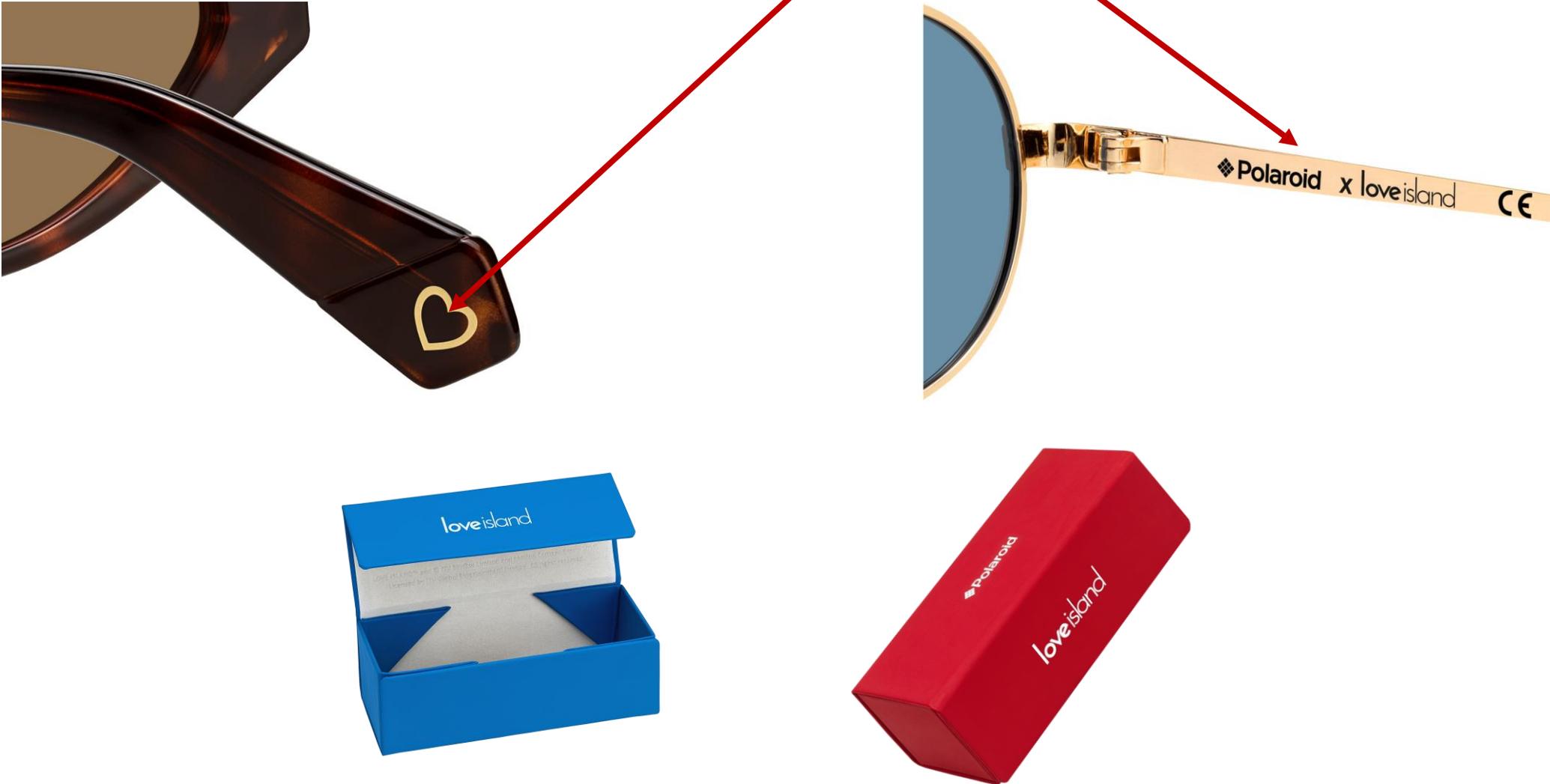
KEY SELLING POINTS: BOOMING VISIBILITY



Polaroid awareness is going to BOOM!

Customers are going to ask for the styles from the show

THE PLD X LI COLLECTION - CUSTOMISATIONS



THE PLD X LI COLLECTION

PLD 6069/S/ LI

9M4+AX8



PLD 6066/S/LI

UHU+NQN



PLD 6076/S/LI

ZLO+205



PLD 2053/S/LI

GP2 + 205 + IKZ



PLD 4074/S/LI

086 + PJP



* Focus SKUS

VISIBILITY – ON LOVE ISLAND INSTA ACCOUNT: 1M FOLLOWERS!

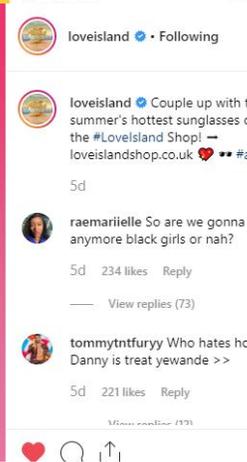


...with people then sometimes those feelings...



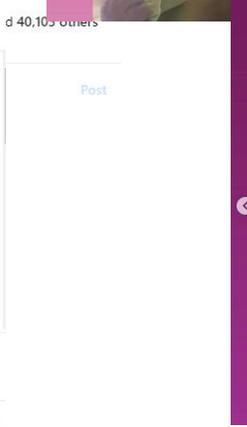
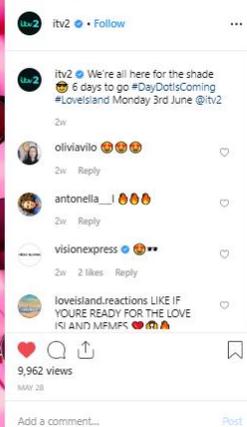
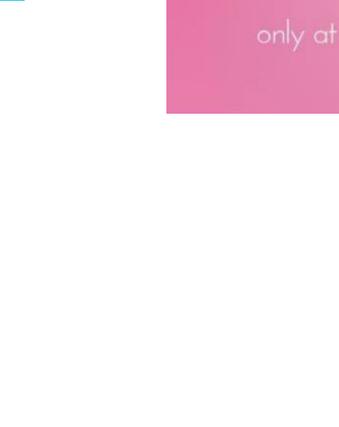
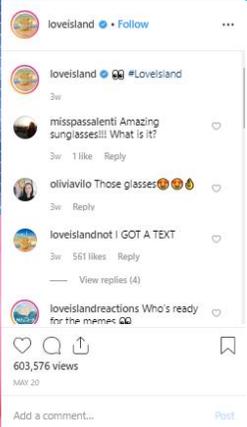
Polaroid x loveisland
the exclusive collection

only at



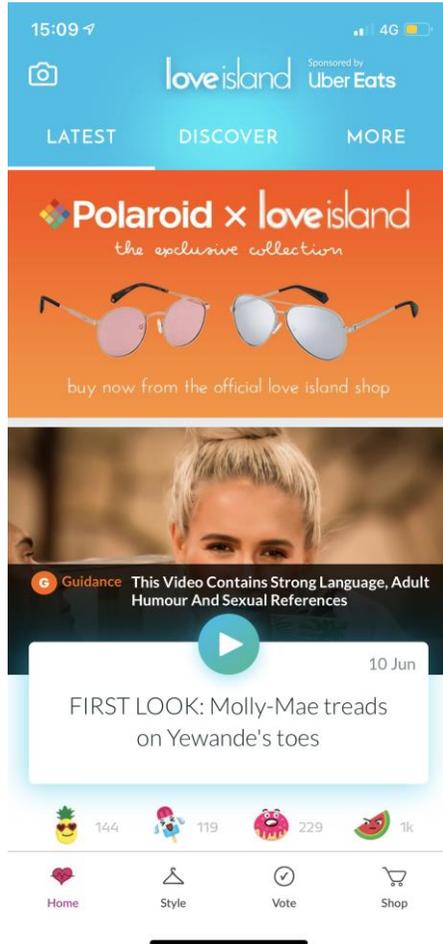
Polaroid x loveisland

curtis's
polaroid round pop



VISIBILITY – ON THE OFFICIAL LOVE ISLAND APP

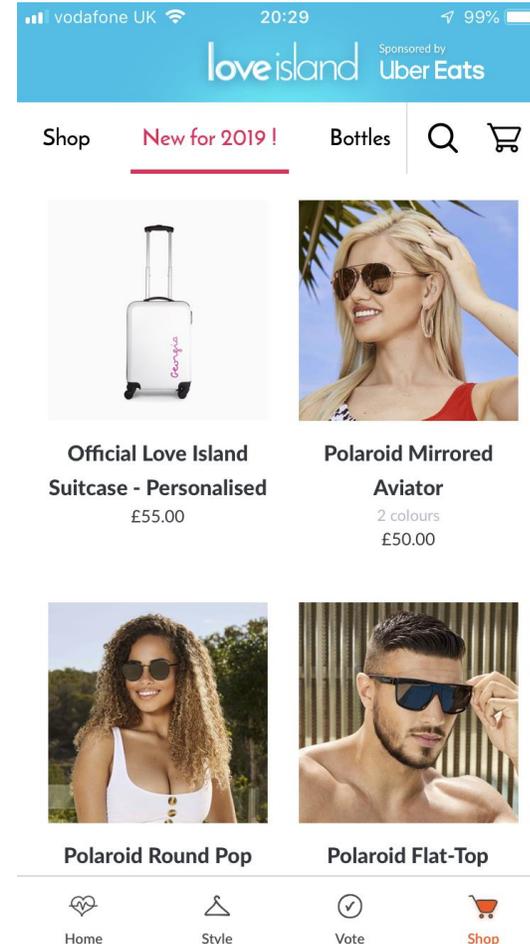
ADS IN HOMEPAGE



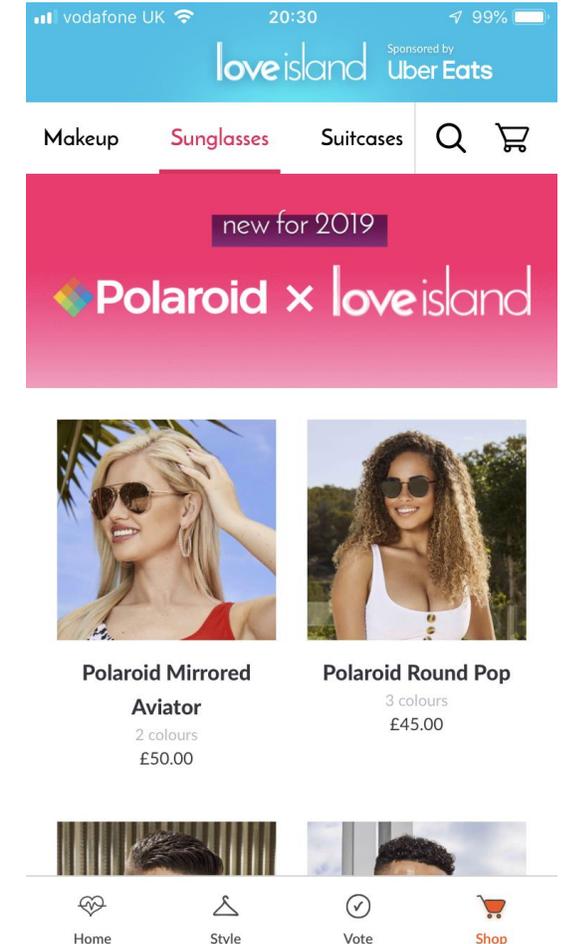
SHOP HOMEPAGE



NEW FOR 2019!



EYEWEAR SHOP PAGE

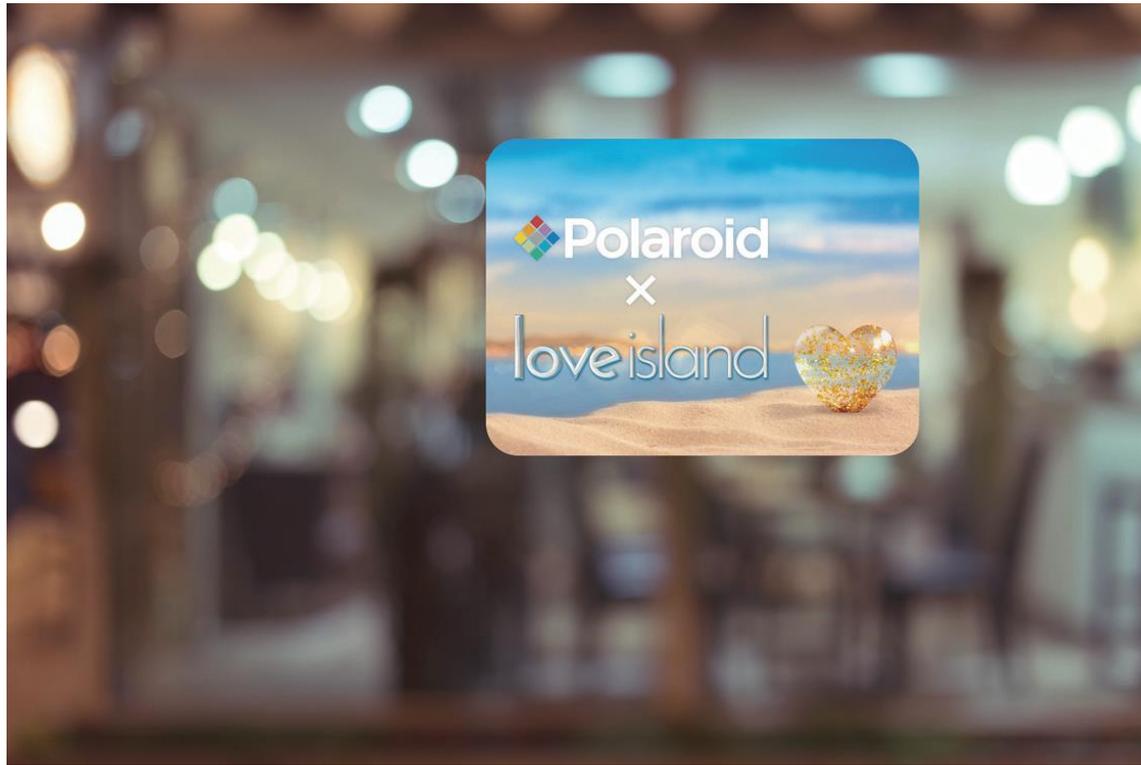


VISIBILITY – ONGOING PRODUCT PLACEMENT ON ISLANDERS



UK ISLANDERS SHOWN – PRODUCT PHOTO SHOOT FOR AUSTRALIA TAKEN IN ADVANCE OF ‘GO TO AIR’

VISIBILITY – IN STORE



A4 WINDOW STICKER

**WINDOW CUSTOMISATIONS &
BANNERS ON REQUEST**



A4 SHOWCARD



WOBBLER

WEB ASSETS FOR YOUR SOCIALS

