

News release: 24 July 2018

## Launch date and sponsors announced for The Bachelor Australia

Network Ten and Multi Channel Network have today announced sponsors for the upcoming season of the highly anticipated entertainment series, **The Bachelor Australia**. Hyundai will return for the second year in a row, and will be joined by first time sponsors TRESemmé, TRADIE, Blistex and Aspen S26.

**The Bachelor Australia** season six will premiere on **Wednesday 15 August** at 7.30pm with Australian international rugby star and underwear model Nick ‘The Honey Badger’ Cummins embarking on a journey to find true love.

Network Ten executive general manager, revenue and client partnerships Rod Prosser said: “Aussies love nothing more than a good love story, and with The Honey Badger, this season will be like none other. Because of its family friendly, highly-integratable, brand safe environment, **The Bachelor Australia** continues to be a compelling brand for advertisers to align with. It’s great to be working with Hyundai again for its second straight season and to have TRESemmé, TRADIE, Blistex and Aspen S26 join **The Bachelor Australia** family.”

Ten’s social and digital show **Bachelor Unpacked** will also be returning this season. It will be exclusively available on **The Bachelor Australia’s** Facebook page immediately following the show and then on tenplay and ten daily from the following day.

MCN national director, content and brand partnerships, Tania Jones, said: “The local and international success of the format and the program’s ubiquitous effect means we engage viewers across multiple screens, making it attractive for all key demographics and brands looking for multi-platform opportunities. I’m certain **The Bachelor Australia** will once again capture the hearts of Aussie’s and most importantly, entrench itself in pop culture. Its extensive social media footprint also means we can continue to build on the success experienced last season for the **Bachelor Unpacked**.”

Hyundai’s return is bigger and better than ever. As part of its sponsorship, Hyundai will be providing Hyundai Konas for use throughout the season and audiences will have the chance to win a Hyundai Kona, delivered to them by the ultimate wingman and host, Osher Günsberg. The high performance i30N and the brand new Santa Fe will also make an appearance in show.

TRESemmé has created a series of 'Get the Look' video tutorials, showing to audiences how to recreate Bachelorette styles with Bachelor stylist Helen Dowsley. TRESemmé will also be giving audiences a chance to win a trip to Sydney to meet The Bachelor with an integrated tenplay and Woolworths promotion. TRESemmé looks will also feature on a Bachelor group date.

Hyundai Motor Company Australia's general manager, marketing communications Andrew Knox said: "Partnering with Network Ten and **The Bachelor Australia** is a great way for Hyundai to showcase our SUV range in a program that captures the attention of so many Australians. 2017 was a great success and we look forward to an even bigger 2018."

TRESemmé brand manager, Lauren Sutcliffe said: "TRESemmé is thrilled to be partnering with **The Bachelor Australia** and supporting our Bachelor and Bachelorettes in their quest to find love. Every woman knows that a perfect hair day gives them the confidence to walk a little taller and face whatever challenges life – and love – has to throw at them. TRESemmé offers salon quality products to make sure every day is a perfect hair day."

TRADIE general manager, Ben Goodfellow, said: "TRADIE Underwear & Workwear is delighted to partner with **The Bachelor Australia** and support The Honey Badger on his journey to find true love. Some say the fastest way to a man's heart is through his stomach, but we know the Badger will be far more impressed by a lady with great taste in ridgy didge Aussie undies from TRADIE. All the best Badge, go get her!"

CEO of Key Pharmaceuticals, Clive Addison, said: "Blistex are dedicated to creating lip balms you can count on. Lips are there for life's important moments like your first kiss. We're excited to be partnering with **The Bachelor Australia** to celebrate lips and be part of these special moments – because lips matter."

Hosted by Osher Günsberg, **The Bachelor Australia** promises a season filled with romance, roses, tears and plenty of drama, as Australia follows The Bachelor's journey to find true love.

For a sneak peek of some of Nick's first impressions, click [here](#).

**The Bachelor Australia.**  
**Premieres On Wednesday, 15 August At 7.30pm.**  
**Only On TEN And WIN Network.**

**Ends.**

# NEWS RELEASE



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**For more information, please contact:**

Vida Scott  
Head of Communications  
P: (02) 9650 1575 M: 0401 435 309  
E: [vscott@networkten.com.au](mailto:vscott@networkten.com.au)

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[tenplay.com.au](http://tenplay.com.au)

NETWORK TEN PTY LIMITED ABN 91 052 515 250  
1 Saunders St, Pyrmont NSW Australia 2009  
GPO BOX 10, Sydney NSW Australia 2001  
t. 61 2 9650 1010 f. 61 2 9650 1111