

# SUPERCHARGE YOUR BRAND

New RTÉ Player Content Partnership Opportunities



## CHARLEEN & ELLIE GO ALL IN!

**RTÉ PLAYER ORIGINAL**

**MAY 2024**

**4 X 12 MINUTE EPISODES**

Get ready to ride the wave with Charleen Murphy and Ellie Kelly, the unstoppable force behind the 'Hold My Drink' podcast. Brace yourself for a branded content opportunity like no other – four explosive 12-minute episodes that will catapult your brand into the heart and soul of the modern Irish woman. In each riveting episode, Charleen and Ellie navigate uncharted territories, confronting the very challenges that keep their audience hooked.

Whether it's stepping into the spotlight at solo events or dissecting the nuances of online behavior, this dynamic duo ensures an unscripted, unfiltered experience that's as potent as it is relatable. So, fasten your seatbelts and gear up for 'Charleen and Ellie Go All In' – the branded content partnership opportunity that promises to elevate your brand into the hearts and minds of an engaged audience.

FOR REFERENCE WATCH **CHARLEEN & ELLIE'S FOOTBALL FEVER** [HERE](#) 

## MY NEW LIFE IN AUSTRALIA

**RTÉ PLAYER ORIGINAL****AUTUMN 2024****5 X 12 MINUTE EPISODES**

Get ready for the journey of a lifetime with 'My New Life in Australia' a captivating reality docu-series that presents a golden opportunity for your brand to shine! In 5 dynamic 12-minute episodes, we follow the adventures of 3 courageous Irish individuals who've embraced change, moved to Australia, and are living their dream down under. This isn't just a show; it's an unfiltered, entertaining exploration of the highs and lows, risks, rewards, and the poignant moments missed, like family weddings and births.

The series kicks off with one intrepid soul making the move, introducing us to more Irish faces in Oz. From sports enthusiasts and tradespeople to those in unique vocations and influencers, our diverse casting lineup showcases the rich tapestry of Irish talent thriving in Australia. Why should your brand seize this opportunity? 'Living the Dream: Australia' boasts over 100K streams on RTÉ Player and remains a hot watch even 5 years later – signaling a persistent hunger for this content. With Irish people ranking as the 3rd largest ethnic group in Australia, your brand can tap into a vast and engaged audience.

FOR REFERENCE WATCH **LIVING THE DREAM: AUSTRALIA** [HERE](#)

## IRELAND'S PERFECT PUBS: SERIES 2

**RTÉ PLAYER ORIGINAL****AUTUMN 2024****4 X 10 MINUTE EPISODES**

Back for another round of cheers and beers as we embark on Ireland's Perfect Pubs Series 2 – your exclusive ticket to the ultimate branded content opportunity! From cosy locals to remote taverns, join the spirited Anna Clifford on a quest to discover four more perfect pubs and tourist havens. With series 1 delivering over 70,000 streams on RTÉ Player (since October 2023) and an impressive 500K+ on social media, this series isn't just about pints; it's a powerhouse of entertainment.

Series 1's success with TikTok-first creators as guests was like a perfect pour, and now, we're raising the bar. This series is tailor-made for a commercial sponsor to jump in and become part of the craic. Don't miss the chance to be part of a series that goes beyond the pint glass – it's about crafting unforgettable experiences and making your brand the toast of the town. Ireland's Perfect Pubs Series 2 – where every episode is a sip of success!

FOR REFERENCE WATCH **SERIES 1** [HERE](#)