



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.



Channel 9
and 9Now
viewers 400k



9Life
viewers 100k



6k YouTube views
per episode

Program Format

The 2024 season of Building Ideas will feature on Channel 9, 9Life and 9Now and consists of 12 half hour episodes. Each episode is broken into 3 infotainment segments, 1 hosting segment and 1 Top Tip, providing a cost effective and dynamic way to market your products and

Production

Production commences in September 2023. 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

- Viewership of over **97,000** individuals weekly across all channels
- Cumulative Reach for South Australia of Building Ideas across all channels for season 1 was **294,170**
- Cumulative Reach Interstate of Building Ideas across all channels for season 1 was **153,554**



MASTER BUILDERS
SOUTH AUSTRALIA



MARKETING PACKAGES

Hosting an Episode

(Approx. 10 min air time)

Hosting 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.

\$6,995 inc. GST

3-minute infotainment

(Max. 2 per episode)

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.

Includes

- 3 x shortened, edited videos for your own use
- Behind-the-scenes social media posts
- Up to 3 promotional social media posts before the airing of your episode

\$4,995 inc. GST



Government of
South Australia

Top Tips

(Max. 1 per episode)

An opportunity to share knowledge with the viewer about your product or service in a practical way.

\$2,995 inc. GST

ADDITIONAL BENEFITS

- 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.

FIND OUT MORE

Contact Marissa Hankinson
mhankinson@mbasa.com.au
08 8211 7466



MASTER BUILDERS
SOUTH AUSTRALIA