

Britain's Got Talent welcomes McVitie's as new series sponsor for 2021

Published Thu 10 Dec 2020



[Corporate](#)

Britain's Got Talent welcomes McVitie's as new series sponsor for 2021

10 December 2020; McVitie's will be the new headline sponsor of ITV's entertainment juggernaut, Britain's Got Talent in 2021.

With a shared vision of bringing people together, the unique collaboration will see two of the UK's most celebrated and best loved British brands join forces when the partnership debuts on screens in 2021, ahead of the forthcoming 15th series.

The sponsorship announcement follows the launch of McVitie's 'Too Good Not to Share' campaign in November which aimed to remind people of the importance of sharing and connecting. Owned by pladis, one of the world's leading snacking companies, McVitie's is the third biggest food brand in the UK.

The sponsorship package, conceived and negotiated by MG OMD, will comprise Broadcast, ITV Hub, social media, the app, and online, plus an extensive package of licensing rights and bespoke digital content, delivered by Fremantle and SYCO Entertainment.

Produced by Syco Entertainment and Thames, part of Fremantle, Britain's Got Talent is the UK's most popular TV talent show with the 2020 series reaching a peak audience of 10.85 million. This exciting new deal will see an array of McVitie's favourites and new additions beamed into the nation's living rooms as people sit down to watch the show each Saturday night.

Britain's Got Talent has delivered some of the most talked about performances and most memorable TV moments of the last decade and more, including Paul Potts, Diversity, Tokio Myers, Lost Voice Guy and of course superstar singer Susan Boyle. Its most recent series saw comedy singer Jon Courtenay crowned winner, earning himself a life-changing cash prize and a coveted performance spot at the Royal Variety Performance.

Simon Daghish, Deputy Managing Director, ITV Commercial, said "Britain's Got Talent remains one of ITV's most illustrious and iconic brands and we look forward to kick starting a brand new commercial partnership with McVitie's in 2021. Watching one of the nation's best loved food brands alongside one of the nation's best loved TV shows feels like a perfect match!"

Caroline Hipperson, Chief Marketing Officer at pladis UK&I said "We're so excited to be partnering with such an iconic British show. It's the perfect partnership, two much-loved British brands that bring people together every week over great tasting biscuits and great entertainment. Through this partnership we will be showcasing McVitie's delicious range of biscuits, including some new and exciting additions that will be hitting the shelves soon. It's going to be a big year for McVitie's in 2021."

Press Contacts

justin.jeffreys@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>