

cinch to sponsor new ITV talent show Starstruck

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cinch, the UK's leading online car sales platform, is today announced as sponsor of ITV's brand-new entertainment show Starstruck, hosted by Olly Murs.

The sponsorship deal, which launches on ITV and ITV Hub from Saturday (February 12) at 8.30pm, includes airtime in the new Saturday night family viewing blockbuster, and cinch idents around breaks on broadcast and online.

Starstruck features ordinary members of the public with an exceptional talent teaming up to transform into some of the world's biggest music icons - from Freddie Mercury to Ariana Grande, Lionel Richie to Lady Gaga, Marvin Gaye to Michael Bublé - and many more in between.

Award winning singer and actress Sheridan Smith, Queen frontman Adam Lambert, comedian Jason Manford and musical theatre star Beverley Knight feature on the judging panel.

cinch's sponsorship idents, featuring the brand's much-loved ambassador Rylan, are a fun take on the programme's format, with people in cars winding down their car windows to compete in their own sing-off of legendary tunes. cinch's through-the-line approach to sponsorship sees a competition spot with a car valued at up to £30,000 as the prize, and a creator-led activation on the brand's TikTok channel @cinchuk.

This is cinch's second ITV entertainment TV sponsorship, complimenting the brand's well-established roster of significant sports and entertainment partnerships including the ECB (England & Wales Cricket Board), Tottenham Hotspur, LTA, Northampton Saints and Live Nation.

Amy Townsend, Senior Marketing Director at cinch said: "We're really excited to be working with ITV as the launch sponsors of Starstruck. The programme will celebrate the moments when the ordinary becomes extraordinary – or as we call "cinching it." This broadcast sponsorship is our biggest yet: activating across TV, TikTok and even giving one lucky viewer the chance to win a car from us, the biggest range available to buy entirely online."

Jason Spencer, ITV Business Development Director, said: "Starstruck is an exciting step for ITV, bringing to mind historic shows like Stars In Their Eyes with a fantastic panel and an engaging new twist. Building on our ongoing partnership, we're delighted to be working with cinch on the show, helping them to activate and scale up once again."

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About ITV

ITV connects millions of people every day, making content they can't get enough of, and reflecting and shaping the world we live in... and we do all this through the power of creativity.

We are a leading media and entertainment company, with the largest free-to-air commercial television network in the UK, a global production and distribution business and a growing Direct to Consumer business. Engaging audiences in the UK and around the world with creative, high-quality content is at the core of everything we do.

We reach over 40 million viewers every week with our programmes on ITV's family of channels, as well as through ITV Hub.

ITV Studios is home to some of the best creative minds, crafting over 7,000 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, Spain, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV has several SVOD services with over 3 million subscribers worldwide, including BritBox UK, BritBox International which is available in the US, Canada, Australia, and South Africa and will soon be available in The Nordics, and ITV Hub+ (the ad-free version of the ITV Hub with download functionality).

Our Social Purpose is to shape culture for good. It is an integral part of how we set and deliver our business goals, and has four focus areas: Better Health, Diversity & Inclusion, Climate Action and Giving Back.

About cinch

cinch is the UK's leading online car sales platform, offering customers the largest range of cars to buy entirely online. From a launch sixteen months ago, the business is enjoying annualised sales of 70,000 cars. From the thousands of cars on offer, buyers can find the one that's just right for them, and have it delivered to their door or a convenient collection point within as little as 72 hours. cinch's 14-day money-back guarantee gives customers the certainty they need to make sure when they buy or change a car with us, that they don't just nail it, they absolutely cinch it.

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