

# Confused.com strikes deal with ITV for sponsorship of Emmerdale

Published Tue 12 Jul 2022



## [Corporate](#)

**Confused.com, one of the UK's leading brands for price comparison, is today announced as the new sponsor of ITV's prime-time soap Emmerdale.**

The deal, starting from July 18th, will offer sponsor accreditation on all broadcast episodes of Emmerdale, as well as all episodes of Classic Emmerdale on ITV3.

The sponsorship deal is expected to be one of ITV's biggest and most exciting brand opportunities this year as Emmerdale celebrates its 50th Birthday this October.

The sponsorship was brokered and strategically driven by a collaborative effort by Zenith and Publicis Media Content (PMC). Media planning and buying has been led by Zenith which will be activated across several platforms and touchpoints,

including bespoke content, branded digital and social media, licensing and on-set activity.

Originally a twice-weekly daytime soap, Emmerdale quickly gained affection in the nation's hearts whilst seizing its rightful place as one of Britain's longest-running, highest-rated and best-loved continuing dramas. This is reflected in its consistent and loyal audience. It entertains on average 5m viewers per episode, with 74 per cent watching 'live', currently six episodes every week, and over 450,000 weekly users catching up on the ITV Hub, it remains at the forefront of continuing drama.

Since launching in 2002 as a comparison site for car insurance, Confused.com has expanded its range of products to include home insurance, van insurance, motorcycle insurance, and car finance comparison, as well as a number of tools designed to save consumers money.

Later in the year, viewers will be able to stream Emmerdale on new platform ITVX – the UK's first integrated advertising and subscription funded (AVOD/SVOD) platform.

John Whiston, Managing Director of Continuing Drama, ITV said: *"This couldn't be a more fitting partnership. We're delighted to welcome confused.com on board as a sponsor. Emmerdale is truly beloved and iconic, and as the soap enters its 50th year, what better time to hail a new commercial era."*

Mark Trinder, Director of Commercial Sales and Partnerships at ITV: *"This is one of our biggest and most exciting brand opportunities yet. Confused.com is the UK's first and longest-running comparison site for insurance. It's a brand that the nation is so connected to, making the partnership even more special as Emmerdale marks its 50th anniversary."*

Jon Stevens, Managing Director at Zenith, said: *"Growth in the comparison sector is driven by reach and scale. As the largest reaching soap in the UK (yes, bigger monthly reach than Corrie) they simply don't come bigger than Emmerdale. At Zenith, we believe in bold moves and as a result, this long-term collaboration with ITV and Emmerdale will ensure Confused.com is front-of-mind to deliver savings for their users at a time when it couldn't be more relevant."*

Samuel Day, CMO at Confused.com, comments: *"Everyday life can be confusing, and as a brand we want to help people see the entertainment in this, rather than feeling stressed or overwhelmed. This opportunity to sponsor Emmerdale brings this to life as we watch the storylines and everyday confusions unfold in the*

*Dales. Soap operas are the perfect entertainment or escapism for so many. So, to us, it felt like a natural opportunity to partner with a historic and much-loved show as it celebrates a key milestone – while we celebrate our 20th year!”*

Gareth George, Group Head of Media, comments: *“Confused.com sponsoring Emmerdale in its 50th year is an incredible opportunity for us and something we’re very excited for. We are an ambitious brand in the middle of a strategic journey to reach bigger audiences and this partnership is another step in the right direction of where we want to be.*

*“We are also pleased to be continuing our great work with ITV, having built an effective relationship through previous sponsorships and our long-standing commitment with Who Wants to be a Millionaire. And now, by sponsoring Emmerdale too, we can reach millions of people 5 nights a week, in one of the nation’s most loved shows.*

*“We are thrilled to be supporting the show and help the makers and audience celebrate what is undoubtedly going to be an iconic year.”*

Press Contacts

[Kylie.lynch@publicismedia.com](mailto:Kylie.lynch@publicismedia.com)

Viewer enquiries

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