

Discovery Channel Announces Sponsors for Shark Week 2020

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The Discovery Channel today released its lineup of sponsors for Shark Week 2020—the network’s 32nd annual summertime tradition.

New sponsors include Burger King, Cooper Tire, Gorilla Glue, Heineken 0.0, Home Depot, Jeep, Modelo and Nationwide. Geico will be returning as a sponsor for the weeklong event.

The brands have a combination of traditional TV spots and integrated content like on-air vignettes, in-program messaging and digital extensions on Discovery Go, as well as social media collaborations.

“Every year, we see high demand for Shark Week, both from clients and consumers, and consistently we have proven that Shark Week delivers with creative, custom content that drives ratings and audience engagement,” said Scott Kohn, evp of ad sales at Discovery, Inc., in a statement. “Our ability to create custom content for clients during the pandemic mirrors our ability to develop new programming, a unique capability that sets us apart to both our advertising partners and our viewers.”

Jeep’s program includes a sponsored sweepstakes on sites and social, offering winners a chance to swim with sharks. The automaker is also sponsoring Nature Minute multiplatform videos, social companion videos on Facebook and Instagram, Shark News videos, on-air vignettes and digital extensions.

As part of its sponsorship deal, Heineken 0.0 will be integrated into the first episode of Josh Gates Tonight: Shark Week. Nationwide will have on-air custom vignettes, a Nature Minute video, social companion video and Shark News videos. Burger King has both an on-air sponsorship and a mid-form series on Discovery G0, and Cooper Tire will sponsor Shark Week promos and digital and social content.

Geico, Gorilla Glue, Home Depot and Modelo will be featured in the run-up to and throughout Shark Week, in on-air custom vignettes, enhanced tune-ins, billboards and in-programming messaging.

Last year, Discovery worked with its sister networks HGTV, ID, Food Network and MotorTrend to promote Shark Week—Discovery's "Super Bowl"—through ads that initially looked like promos for popular shows on those networks. Partway through each spot, the chefs, fixer-uppers, motor heads and detectives change their tune, encouraging audiences to tune in for the shark-themed programming.

Shark Week 2020 runs from Aug. 9 through Aug 16.

<https://www.adweek.com/tv-video/discovery-channel-announces-sponsors-for-shark-week-2020/>