# Roku Partners With 3 Leading CPG Brands in Further Originals Push

Fresh off the heels of its biggest brand partnership and activation to date, Roku teamed up with three consumer packaged goods brands for shows from Roku Originals.

Coca-Cola, Henkel and Scott's have all signed on as sponsors for three original shows: Emeril Tailgates, Children Ruin Everything and Martha's Garden.

"It's been interesting to see, especially given the challenges with CPG as a category this year, how much that vertical has leaned into wanting to test with Roku Originals, all in their own different way," Katina Papas Wachter, Roku's head of ad revenue strategy at The Roku Channel, told Adweek.

**WORK SMARTER – LEARN, GROW AND BE INSPIRED.**

SUBSCRIBE TODAY!

New Year Offer: Use Promo Code "SAVE25NYE" on an Annual Subscription to Save 25%

View Subscription Options

Already a member? Sign in

https://www.adweek.com/convergent-tv/roku-partners-with-3-leading-cpg-brands-in-further-originals-push/