

Media Release



SBS gears up for Season 2 of *Alone Australia* with the creation of 'Alone Cologne'

Ahead of the return of the "smash hit TV show of 2023", SBS is launching a limited-edition Alone Cologne, a fragrance capturing the essence of being alone in the wilderness with an "an ode to odour".

25 March, 2024

SBS is celebrating the return of its record-breaking smash hit survival series, *Alone Australia*, this week with the launch of a limited-edition, unisex fragrance, [Alone Cologne](#).

Alone Cologne is not for the faint of heart. Inspired by the realities faced by the brave souls on *Alone Australia* Season 2 in the depths of the New Zealand wilderness, the fragrance is real, raw and ripe. The scent is built around the idea of "an ode to odour", designed to be a riot of untamed, unforgiving and unpleasant notes to transport those who smell it into the wild and untamed world experienced by the series participants.



Alone Cologne "an ode to odour"

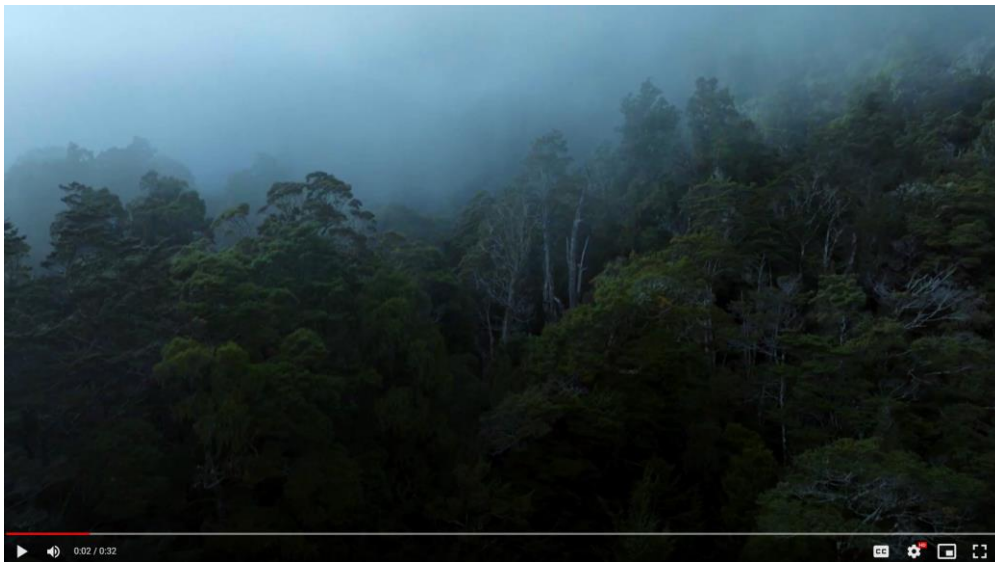
The Alone Cologne campaign has been created in collaboration with creative agency and production company, Jack Nimble, who worked with acclaimed perfumer, Ainslie Walker.

Walker describes Alone Cologne as: "stale notes of campfire soot, rain-soaked dampness and earthy moss. This is followed by overwhelming notes of rotten game flesh, which sing in harmony with smoked fish skin, unwashed skin and greasy hair. This pungent prelude is followed by a serenade of soured sweat and halitosis, bodily fluids and a light after-whiff of the New Zealand wilderness."



Alone Cologne is being launched today as part of the wider national marketing campaign from SBS for the series. Alone Cologne activity is rolling out across PR, social content and creator partnerships with a strong social influencer element, including partnerships with Hamish & Andy, Jack Archdale, Ash Wicks and Froomes.

As part of the campaign, a cinema ad was created for the media launch of *Alone Australia* held last week in Sydney, and is also rolling out across social channels.



[The cinema ad for Alone Cologne](#) - click to view or embed ad

"*Alone Australia* was one of the biggest shows on Australian TV in 2023," said Jane Palfreyman, Chief Commercial and Marketing Officer at SBS. "This Alone Cologne campaign playfully captures the key premise of the show – a raw and unfiltered experience with contestants braving the elements on their own in their bid to survive the longest. This unique execution has been created to drive strong social noise and help continue the cult following around this breakthrough TV property."

"Jack Nimble prides itself on creating social-first ideas that get the internet talking, and now we can call ourselves perfume makers as well," said Adam Wise, ECD at Jack Nimble. "Creating the scent was a super collaborative process with the team at SBS. Together we smelled some truly horrible smells, but we bottled them up into a scent that truly captures the essence of survival."

Alone Australia returns Wednesday 27 March at 7.30pm on SBS and SBS On Demand. This time, 10 Australian survivalists will be dropped into the extreme and wild terrain of New Zealand's South Island (Aotearoa's Te Waipounamu), where they face the ultimate test of human will.

In 2023, the program redefined TV viewing in Australia with the series averaging more than 1.24 million viewers per episode, with almost half of that audience coming from digital via SBS On Demand.



The Season 2 participants of Alone Australia
L-R: Rick, Mike, Leanne, Chace, Suzan, Tamika, Krzysztof, Andreas, Jack, Jason

The 10-part documentary series sees participants completely isolated from the world and each other, stripped of modern possessions, contact and comforts, to self-document their experience – the last one standing wins \$250,000.

“In Australia, there are a handful of shows that are guaranteed cross-platform ratings juggernauts – *Alone Australia* is now firmly cemented as one of those shows, delivering audience across both broadcast TV and BVOD,” said Adam Sadler, Director of Media Sales at SBS.

“Season 1 of *Alone Australia* delivered massively for advertisers with a series average of 1.24 million with BVOD outrating traditional broadcast for some episodes, and most importantly, Season 2 in New Zealand promises to be even bigger.

“A lot of people might have missed it at the time, but in the all-important 25-54s demographic, *Alone Australia* was seeing off bigger and more long-running TV franchises to become the no.1 most-watched show over 28 Days. This show is unique in the Australian media landscape – it truly reflects TV viewing in 2024 – as a mass reach audience vehicle with a demographically pure audience focused on 25-54s.”

This limited-edition fragrance has been released into the wild to celebrate the premiere of *Alone Australia* Season 2. It is not available for sale.

Watch *Alone Australia* Season 2 when it premieres this Wednesday 27 March at 7.30pm on SBS and SBS On Demand.

Tune in to the companion podcast, hosted by *Alone Australia* Season 1 winner Gina Chick and SBS Presenter Darren Mara - *Alone Australia: The Podcast* launches Friday 29 March. Catch it weekly on SBS On Demand, SBS Australia on YouTube, the SBS Audio app or wherever you get your podcasts.



***Alone Australia Season 1* is available to stream on SBS On Demand. You can also catch up on the US version of *Alone S1-9*, *Alone Frozen*, *Alone UK*, *Alone Denmark*, *Alone Norway* and *Alone Sweden* on SBS On Demand.**

ENDS

For more information, please contact:

Leah Boonthanom | leah.boonthanom@sbs.com.au | 0411 860 741

NOTES TO EDITORS:

ALONE AUSTRALIA SEASON 2 – MARKETING CAMPAIGN CREDITS

SBS

- Chief Marketing and Commercial Officer – Jane Palfreyman
- Head of Marketing and Media - Uma Oldham
- Head of Publicity – Jo'an Papadopoulos
- Head of Social Media - Sean O'Byrne
- Head of Creative - Joel Noble
- SBS Publicity Manager - Nikita Jacka
- SBS Marketing Manager - Lauren Phelan
- SBS Creative Manager - Genevieve Graham
- SBS Social Content Editor - Alyssa Braithwaite
- SBS Senior Creative - Joe Kenny
- SBS Senior Producer - Lara Parker
- Senior Communications Specialist - Clementine Zawadzki
- Marketing Coordinator – Sean Young

Creative Agency & Production Company - Jack Nimble

- Executive Creative Director - Adam Wise
- Executive Producer - Angus Mullane
- Head of Client Services - Jess Steele
- Senior Account Manager - Charlie Pigrome
- Creative Director - Taylor Thornton
- Senior Art Director - Divya Abe
- Senior Creative - Marcus Fisher
- DOP and Stills - Jona Mendoza
- Editors - Jona Mendoza and Sejon Im
- VFX - Josh Regoli
- Production Manager - Angelina Tsinganos
- Perfumer - Ainslie Walker
- Packaging Designer - Tim Crow
- Voiceover - Chris Stollery (RMK Management)

Media Agency – Hearts & Science

- Head of Strategy - Georgia Leathart
- Senior Investment Manager - Sam Murray
- Digital Director - Hamish Knox



- Investment Director - Lauren Peris
- Planning Director - Olivia Daryoush
- Activation Director - Samuel Casey
- Strategy Director – Benjamin Gibbs
- Social & Innovation Executive - Amelie Trienen (OMD)
- Digital Manager – Timothy Chalmers
- Planning Executive - Regina Lee



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