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## Foxtel launches major brand refresh for Lifestyle

Foxtel today announce it has rolled out a comprehensive rebrand across its Lifestyle portfolio, including Lifestyle, Lifestyle FOOD, Lifestyle HOME and Lifestyle YOU.

Starting today, Lifestyle's branding will take on a new look and feel designed to ensure that each channel will have its own unique character while maintaining a unified identity under the Lifestyle parent brand.

Hannah Barnes, Foxtel's General Manager - Lifestyle Group, said, "For 20 years, the Lifestyle Group has been one of the most iconic fixtures for Foxtel. It has delighted Australians with truly immersive and creative programming across Lifestyle HOME, Lifestyle YOU and Lifestyle FOOD, and has brought so much joy to the loyal fans of our shows.

"Today's rebrand recognises the unique quirks and qualities of each of our shows and brings that joy and colour to life in a fresh new way.

"The new brand refresh will be reflected seamlessly across all platforms and formats, aligning the channel group's brand identity, promos and off screen and will be supported by a marketing campaign across outdoor, press, online, native advertising, podcasts, radio and a once in a lifetime pop-up restaurant experience to say a big thank you to our subscribers."

The rebrand comes at a time when a raft of new programming will join the line-up, a series of new program acquisitions and commissions, as well as one major local production every month.

Programs returning to Lifestyle include Season 10 of **Selling Houses Australia** which will celebrate its milestone 100th episode next year, a 7th Season of **Grand Designs Australia**, Season 2 of **The Great Australian Bake Off** and to watch them all, more **Gogglebox Australia**. New shows include **I Own Australia's Best Home**, **Deadline Design with Shaynna Blaze**, **Maggie in Japan** and lots more yet to be announced.

The branding work was created by the Lifestyle Group's in-house creative team; Hannah Barnes (General Manager), Glenn Urquhart (Creative Director), Brigitte Slattery (Head of Marketing), in conjunction with Brandspank NZ, Mindshare and Groove Q.

Click [here](#) for a preview of the new trailer that will air on Monday, September 19.

### About Lifestyle:

The Lifestyle group is Foxtel's flagship brand and has been Australia's favourite lifestyle destination since 1997. Lifestyle has the best premium & exclusive Lifestyle entertainment and is the home of expert talent from Australia and abroad. The group's commitment to both local productions and the best of British formats is clear with over 4000 hours of new shows a year. This dedication has made the Lifestyle group the number 1 STV channel among women, grocery buyers and people 25+. The Lifestyle channels reach over 4.5 million per month and consists of 4 dedicated Lifestyle channels; Lifestyle, Lifestyle HOME, Lifestyle FOOD and Lifestyle YOU. No-one will bring you more first run Lifestyle content with 80% of the Lifestyle Group's prime time schedules being exclusive programming. The Lifestyle Group also has the largest library of VOD content with over 750 hours available on Foxtel Anytime. [lifestyle.com.au](http://lifestyle.com.au) is Australia's premiere mobile first digital destination and the gateway to the Lifestyle experience with over 18,000 recipes, exclusive content, expert advice and inspiration all curated to your personal needs. Lifestyle has a highly engaged digital audience with over 1.3m users a month and a social army of over 1.5m people. The Lifestyle group is a source of authority and curates the latest in lifestyle trends from Australia and around the globe.

**About Foxtel**

Foxtel is one of Australia's most progressive and dynamic media companies, directly employing around 2,800 people and delivering a diverse subscription television service over cable, satellite and broadband distribution. We offer a better entertainment experience every day to each one of our 2.9 million subscribing homes through delivery of new and inspiring programming across all genres, the world's most popular channel brands, and investment in high quality local content. As constant champions of innovation we have brought customers the iQ personal digital recorder, Australia's largest HD offering, the Foxtel Go App for tablets and mobile devices, internet TV service, Foxtel Play, subscription on demand (SVOD) entertainment service, Presto and television, broadband and home phone bundles with Foxtel internet and voice services delivered over Australia's largest telecommunications network. Foxtel is owned by Telstra Corporation Limited ACN 051 775 556 (50%) and News Corporation (50%).  
foxtel.com.au

The Foxtel logo consists of the word "FOXTEL" in a bold, sans-serif font. The letters are filled with a gradient of orange and red, with the 'O' being the largest and most prominent.**Further information:**

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