# Gruen

SEASON 18 (2026)

Hosted by Will Anderson




# TEACHING & LEARNING GUIDE

## ENGLISH

YEAR 9

AC9E9LY02 AC9E9LY06 AC9E9LY03

YEAR 10

AC9E10LY01 AC9E10LY03 AC9E10LY02 AC9E10LY06

## THE ARTS (MEDIA ARTS)

YEAR 9 & 10

AC9AMA10E01 AC9AMA10C01 AC9AMA10D01 AC9AMA10P01

ABC cjz ClickView QUADRANT Media Education

# TV SHOW SYNOPSIS

Australia's favourite multi-award winning, multi-award losing, longest running, and most importantly, only television series about advertising and the media.

Revealing marketing, advertising, social media trends and practices, this teaching and learning resource provides context for the barrage of media content that students experience daily, enabling them to reflect on their own consumer behaviour.

In Season 18, Wil Anderson discusses, deconstructs and debates advertising tactics with a selection of advertising and marketing experts, including regular panelists Russel Howcroft and Todd Sampson, along with guests Adam Ferrier Karen Ferry, Camey O'Keefe, Renata Yannoulis, Lauren Zonfrillo, Liana Rossi, Jessica Sutanto, Carolyn Miller, Dee Madigan, Emily Taylor, Kiranpreet Kaur Dhillon, and Christina Aventi.

# LEARNING DESIGN

This resource is a comprehensive teaching and learning tool that can serve as a formative assessment to ascertain student understanding of a topic as well as an opportunity for students to improve their ability to express themselves. It includes:

- 12 Episodes (35min)
- 12 Interactive Clips (4-8min) + downloadable/printable worksheets

The Interactive Clips are designed to be pedagogically flexible and suit various learning opportunities including blended and flipped learning environments. Suitable for individual and group activities, the Interactive Clips can be used as lesson hooks, prompts for discussion, or homework tasks. A worksheet can be generated on ClickView from each Interactive Clip to allow formative assessment of student work. Therefore, they are easy to incorporate into a unit of study as a learning extension or just extra activities on a topic.

Each interactive clip has five questions that progress in complexity. While questions one to four are designed to engage and facilitate comprehension, the fifth question requires deeper thinking and is designed to encourage conceptual understanding of the topic.

# TEACHERS, PLEASE NOTE

Gruen is deliberately a thought-provoking TV show. It examines some topics that may be explicit or confronting to some viewers, especially those under 15 years old. It is advised that teachers watch a clip BEFORE sharing it with children to affirm that the content is appropriate and acceptable to both you and your students.

Access all GRUEN seasons HERE

CLICK IMAGE FOR FULL EPISODE

CLICK PLAY FOR INTERACTIVE CLIP

## EPISODE 01




### Hallow Be Thy Name (of the App)

The panel judges a new way of monetising religion that is being fronted by celebrities.

PLAY

DURATION 06.12

## EPISODE 02




### Limited Edition Frankenfruit

The panel sink their teeth into a kiwi fruit marketing innovation.

PLAY

DURATION 05.08

## EPISODE 03




### How to Scare Drivers Straight

The panel are shocked by a new government-made road safety advertisement.

PLAY

DURATION 04.07

## EPISODE 04




### Gummies

The panel chews on the latest pop culture diet supplement.

PLAY

DURATION 05.47

## EPISODE 05




### Extreme Dental Hygiene

The panel brushes up on the basic needs of Antarctic adventurers.

PLAY

DURATION 06.08

## EPISODE 06




### Bearable Salmon

The panel falls hook, line and sinker for the comedy of canned fish.

PLAY

DURATION 04.22

CLICK IMAGE FOR FULL EPISODE

CLICK PLAY FOR INTERACTIVE CLIP

## EPISODE 07




### World Cup Mania

The panel reviews a big ad stacked with football superstars.

PLAY

DURATION 06.47

## EPISODE 08



### Yoghurt Culture Phenomena

The panel gets a serving of the DIY dessert circus that's blowing up on socials.

PLAY

DURATION 05.41

## EPISODE 09




### Skin Care for Teens

The panel discusses the despicable collaboration of a film franchise with a cosmetic company.

PLAY

DURATION 06.05

## EPISODE 10




### Targeting Tossers

The panel swoops in on a new government-made anti-littering advertisement.

PLAY

DURATION 05.49

## EPISODE 11



### Driverless Cars

The panel rides with an ad for a new taxi company that has no drivers.

PLAY

DURATION 05.07

## EPISODE 12




### Recruiting Kids

The panel lays siege to a defence force themed game show for kids.

PLAY

DURATION 04.22