



## Season 17 (2025)



## TEACHING AND LEARNING GUIDE

Australia's most beloved and only show about advertising is back on your television, laptop, phone, watch, portable headset, car dashboard, digital billboard, holographic interface, and in-person brand activation event.

Advertising has changed. It's worse, and it's everywhere. With every inch of our life being invaded by brands demanding our money, our attention, and a five-star review, thank goodness for Gruen. That's right, like all good advertisers, **Gruen** is providing a solution for selling a product that's almost entirely like the old product but a little bit different and so it's going to be both new *and* improved, which is a contradiction in terms so try not to think about it too much.

In Season 17, classic vintage Wil Anderson discusses, deconstructs and debates advertising tactics with an artisanal selection of advertising and marketing experts, including regular panelists Russel Howcroft and Todd Sampson, along with guests Karen Ferry, Camey O'Keefe, Renata Yannoulis, Lauren Zonfrillo, Liana Rossi, Jessica Sutanto, Carolyn Miller, Liana Rossi, Dee Madigan, Emily Taylor, Kiranpreet Kaur Dhillon, Jasmin Bedir and Christina Aventi.



Continuing the success of its tried-and-true format, the **Gruen** team uses wit and comedic brilliance to guide us through the shifty angles, calculated tactics and strategic messaging that can so easily fool even the most astute among us. For this reason, **Gruen** a vital classroom teaching and learning resource that reveals all is not what it seems in the world of media.

**Gruen S17** is applicable to Year Levels 7-10 English and Year Levels 7-10 The Arts (Media Arts) in the Australian Curriculum (Version 9).

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.

This resource includes:

- 10 x 35 minute Episodes,
- 10 x Clips of selected segments of 5 to 8 minutes duration,
- 10 x Interactives to support learning about the media,
- 10 x Question & Answer Worksheets for downloading.

The Episodes, Clips, Interactives and Worksheets are designed to be pedagogically flexible and therefore suit various learning opportunities including blended and flipped learning environments.

Suitable for large and small group activities, the Clips and Interactives are easy to incorporate into a unit of study to extend learning on a topic and can be used as lesson hooks, prompts for discussion, or homework tasks.

The Questions range from basic comprehension to open-ended thought provocation and can be completed online or downloaded as a Worksheet. Therefore, this resource is a comprehensive teaching and learning tool that can serve as a formative assessment opportunity for teachers to ascertain students' understanding of a topic as well as the ability of students to express themselves.



## Season 17 Episode Content Summary

### Episode 1

The ad that that made us all scream 'crikey' and a Kia ute that still hasn't arrived.  
Should the new Bankwest ads be called the Bankworst?  
Gruen's first ever audience suggested pitch.

### Episode 2

The panel get high on running and the mystery of the new KFC logo.  
The latest collectable craze and trying to find a Jetstar plane.  
The Pitch agencies try to sell us a Mum run government.

### Episode 3

White Fox hoodies.  
Convincing our friends to help us build IKEA furniture and giving Allianz the flick.  
The Pitch agencies try to sell us a dumb phone.

### Episode 4

Is tracking your every move to keeping you safe?  
Has Telstra has made the most annoying ad ever?  
The Pitch agencies try to sell us a syringe-based diet.

### Episode 5

Getting lost in Aldi and buying a bottle of CLR.  
A packet of talking crumpets, and the latest must-have fashion accessory - a water bottle.  
The Pitch agencies try to convince us to use horoscopes to make all major life decisions.

### Episode 6

Trying to save Big W and scabbing off our parents with Wise.  
Improving urine with Swisse vitamins and brightening our smiles with Colgate's purple goo.  
The Pitch agencies pitch on spending your children's inheritance.

### Episode 7

Juggling chainsaws and solving one of life's great mysteries.  
Westpac's scam protection and Kleenex's new luxury tissue.  
The Pitch agencies are asked to pitch Chess as the national sport.

### Episode 8

Menopause? We've got a pill for that.  
Babybels – a tough tiny cheese?  
The Pitch agencies convince Australians we should privatise our beaches.

### Episode 9

Akubra hats.  
Liquid IV and Rexona.  
The Pitch agencies to pitch for employers being able to contact you at all times.

### Episode 10

Malibu liqueur and a moisturiser for men.  
Pistachio Papi and Punirunes for kids.  
The Pitch agencies on why a second chance for failed New Year's Resolutions is good.

## SEASON 17 CLIPS and INTERACTIVES

EP	TITLE	DURATION	DESCRIPTION
1	<a href="#">Product Placement in MAFS</a>	06 min: 03 secs	Married at First Sight is in a long-term marketing relationship with Bic's four-colour pen.
2	<a href="#">Labubu Mania</a>	08 min: 01 sec	Pop Mart has used gamification to cause a consumerist frenzy around Labubu dolls.
3	<a href="#">The WHITE FOX Ecosystem</a>	05 min: 23 secs	Major clothing brand White Fox has carefully created an ecosystem around purchase decision-making.
4	<a href="#">Life360 Lets Parents Track Their Kids</a>	05 min: 55 secs	Life360 have created a brand around child surveillance and selling data.
5	<a href="#">How to Brand a Charity</a>	07 min: 04 secs	AFL great, Neale Daniher is raising a lot of money for MND research by branding his charity.
6	<a href="#">From Toothpaste to Mouth Make-up</a>	07 min: 47 secs	Colgate is moving into the beauty category with their new colour-correcting serum.
7	<a href="#">Is TikTok Educational?</a>	06 min: 22 secs	TikTok is using a new ad campaign in an attempt to rebrand the platform as a place to learn new things.
8	<a href="#">Advertising Protein in Packaged Food</a>	05 min: 24 secs	More and more Australian brands are using protein to market their packaged food products.
9	<a href="#">Oreo and Celebrity Collabs</a>	05 min: 23 secs	Oreo has released a limited edition flavour through their latest celebrity collaboration with Selena Gomez
10	<a href="#">Gaming for Non-gamers</a>	05 min: 02 secs	New mobile game Royal Kingdom has employed mega celebrities to endorse it and validate gaming.

All Episodes, Clips and Interactives can be accessed directly on [Clickview](#) .  
See below for the list of Interactive Clips and a sample of a Worksheet.



## Accessing Student Interactive Worksheets

Access Interactive Clip Worksheets on Clickview for downloading and printing by:

1. Select and click on Clip Interactive link above
2. Select OPTIONS drop down menu
3. Select PRINT AS WORKSHEET

Here is a screen grab that illustrates the above instructions:

**Clip: Frequency Strategy and Manufacturing Fear** exchange PG View results Share Options ▾

- Preview interactive video
- Copy interactive video
- Edit interactive video
- Print as worksheet**
- View original video
- Delete interactive video

Print the questions list as a worksheet.

**Clip: The ABC, Bluey and Brand Equity** exchange PG View results

# SAMPLE WORKSHEET

## Rebranding Military Recruitment for Gen Z

Name \_\_\_\_\_

Date \_\_\_\_\_

0:01

This clip focuses on how the Australian Defence Force (ADF) is recruiting people from Gen Z.

1:14

The soundtrack for the ADF's 'Do What You Love' recruitment ad is intended to make military life seem confronting.

- True
- False

1:54

Who is the target market for the ADF's 'Do What You Love' advertising campaign?

- Young women
- Friends of potential recruits
- Family of potential recruits
- All of the above

3:54

Historically, ADF recruitment campaigns have been based on sacrifice and \_\_\_\_\_, whereas the new strategy aims to \_\_\_\_\_ recruits from Gen Z by selling the idea of individuals \_\_\_\_\_ out of the military.

5:29

Why could the ADF rebranding be considered a highly deceptive form of advertising?

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6:18

Do you think it is ethically correct for defence forces to create ads that target teenagers? Why or why not?

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## 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.

[Clickview](#)

