



UK Comedy Channel Dave Touts Its Originals

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â€œTo let viewers know about its line-up of comedy originals, UKTV's free-to-air comedy network, Dave, gathered several of its stars to share how they do what they do.

We could try to tell you about our new original shows, but let's let funny people do it instead.

Original comedy. On Dave. pic.twitter.com/cLgTRtxnZK

- Dave (@davechannel) June 11, 2019

Dave's in-house creative team spent six months making the spot, which features Greg Davies and Alex Horne of *Taskmaster*; Jon Richardson and Lucy Beaumont from *Jon Richardson: Ultimate Worrier*; Romesh Ranganathan from *Judge Romesh*; Sara Pascoe from *Comedians Giving Lectures*; Josh Widdicombe and James Acaster from *Hypothetical*; and Samson Kayo, Theo Barklem-Biggs and Weruche Opia from *Sliced*. It's the first time Dave has used an ensemble of its own talent in an on-air creative campaign.

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To accompany the on-air spot, Dave's creative team also designed a social campaign that featured Twitter polls.

"It was important for us to complement the channel's on-air creative with an online campaign that would resonate with our fans and reflects Dave's way of seeing the world, so we've asked Dave's followers to create their own social ad. It's the perfect way of engaging with our fans in a fun and playful way," said Aaron Gillies, Dave's senior social editor in a statement.

The social team reached out to fans, creating the following thread:

We have been asked by marketing to create an advert for our social media channels that highlights our original shows. But why should we all have the fun? Want to help us make it?!

- Dave (@davechannel) June 6, 2019

It then went on from there, asking viewers a series of silly questions to get them to engage with the new campaign.

As a result of the polls, a socially derived spot was created to air on Dave. Coinciding with the new marketing campaigns, the channel on June 10 moved to channel 19 on the UK's Freeview over-the-air service.

BBC Studios earlier this week paid Discovery \$220 million to take over full control of the UKTV channels, which includes Dave, Alibi, Drama, Eden, Gold, W and Yesterday. It also gets the UKTV brand, and the on-demand service UKTV Play.

Also earlier this week, Dave commission three new original series, including Meet the Richardsons, which also stars Jon Richardson and Lucy Beaumont from Ultimate Worrier.