

PRESS RELEASE

Strong brand line-up: Seven.One Media wins Unilever, FIAT, Alpro, the LEGO Group and Dyson for the first time for “Germany's Next Topmodel – by Heidi Klum” – as well as bett1.de once again.

Unterföhring, February 11, 2026. Today marks the start of the 21st season of “Germany's Next Topmodel – by Heidi Klum” on ProSieben and Joyn – and one thing is already certain: this year, the format is not only impressing the viewers and in terms of fashion once again, but also the advertising market. With **Unilever, FIAT, Alpro, the LEGO Group** and **Dyson**, Seven. One Media has gained five new, well-known sponsorship partners who are taking advantage of the many benefits of the premium advertising environment surrounding the show. The sponsorship portfolio is completed by **bett1.de**: the mattress brand has come on board as a Joyn sponsor for the second time, which demonstrates the appeal of the format for both new and established advertising partners.

Lennart Harendza, Chief Revenue Officer and Managing Director Seven.One Media: “‘Germany's Next Topmodel – by Heidi Klum’ has been one of our most popular formats among viewers and advertising customers for years. This is also reflected in this year's sponsor line-up: with the LEGO Group, Alpro, Dyson and bett1.de, we have brands from a wide range of industries represented – both through classic sponsorships and through eye-catching integrations within the format. In addition, Unilever and Fiat are joining as two new TV sponsors, benefiting from the format's strong reach and appeal.”

This is how Seven.One Media integrates sponsors on TV and digitally

Unilever and the Italian car brand **Fiat** will make their debut on #GNTM in 2026: Unilever will accompany the season in March for the first time as a TV sponsor to promote its brand Dove. From April onwards, Fiat will take over the TV sponsorship and, with additional TV cut-ins, will also spotlight the iconic Fiat 500 model – conveying a sense of Dolce Vita. **Alpro** is relying on the diverse digital inventory of “Germany's Next Topmodel – by Heidi Klum” for the first time and will accompany the show from the start of the season with a Joyn sponsorship. In addition, the brand is relying on a social and Studio71 sponsorship, product placements, TV cut-ins and a licence promotion. **Dyson** is also a newcomer and is relying on a Joyn and social media partnership as well as eye-catching placements – in addition, the technology brand is supporting the production as an outfitter with its beauty products. The **LEGO Group** is participating in the format for the second time and is putting its LEGO

Botanicals more in the spotlight this year using eye-catching product placements, TV cut-ins, a licence promotion and, for the first time, a Joyn sponsorship. **Bett.1.de** is also backing #GNTM again and accompanying this year's season as a Joyn and social sponsor.

Contact:

Kristina Schreiber
Senior PR Manager / Business Communications
Seven.One Entertainment Group
Phone: +49 (0) 89 95 07 2410
E-Mail: Kristina.Schreiber@seven.one
Medienallee 7 · 85774 Unterföhring
www.seven.one

Seven.One Media

A company of

