

Metavision launches I'm A Celebrity...Get Me Out Of Here! jungle trials in fortnite creative to mark ITVX launch

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[Corporate](#), [ITVX](#)

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This year's I'm A Celebrity... Get Me Out Of Here! is back in the jungle, and it's back with brand new trials in Fortnite Creative, Metavision has announced.

The bespoke experience created by Metavision and 3D Lab launches on Thursday (Nov 24) and will allow players to take on challenges they know and love.

Players will also discover a portal marking the launch of the new ITVX free streaming service, where players can step into new and unexpected worlds.

The I'm A Celebrity... jungle has been fully recreated so that players can jump in with their friends to play 'Jungle Trials', including The Cyclone Challenge and the River Rapids Swim Race inspired by the show.

Building on the success of last year's partnership, the Fortnite Creative map gives the opportunity for players to experience what it is like to be a campmate like never before.

This year when players enter the experience they will be in for an exciting unexpected twist. To mark the launch of the new ITVX free streaming service, players will encounter an innovative branded experience where they can step into new and surprising ITVX themed worlds.

The collaborative campaign was devised by ITV-backed Metaverse studio and agency Metavision, allowing ITVX to reach younger native audiences by building relevant content across Fortnite Creative.

ITV is continuing to innovate in the Metaverse space after its I'm A Celebrity... campaign last year, as well as recent partnerships to bring The Voice and Thunderbirds into the Metaverse space. This year's I'm A Celebrity experience offers the potential to be a long term platform for the IP on Fortnite Creative in order to build connections with younger audiences in the spaces they like to hang out and play.

With content launching on December 8, ITVX is the UK's freshest streaming service, allowing viewers to gain access to more than 10,000 hours of high definition free programming and more new shows to stream for free than anywhere else. ITVX will also launch a number of eagerly anticipated new programmes available exclusively on the platform every week of the year.

Outside of the Fortnite Creative map, Metavision is working with UK Fortnite creator Ali-A to create social media content to help engage with its target audience.

Players can enter the 'I'm A Celebrity Jungle Trials' experience through Fortnite Creative by entering the code 6976-4635-7184 in the "Discover" tab.

Luke Price, Co-Founder and Creative Director at Metavision, said:

"It's really exciting to bring I'm A Celebrity... back to Fortnite and to introduce younger audiences to ITVX in a fun and innovative way. We can't wait for players to jump into the jungle for themselves!"

Brendan Dinen, ITV Head of Brand Marketing, said:

“As part of the campaign to launch ITVX, we wanted to bring to life the UK’s freshest streaming service in new, innovative and unexpected ways. This is all with a view to attract and engage consumers that may have had only an occasional or limited interaction with ITV and streaming in the past. Our collaboration with the amazing Metavision is the perfect proof point of this innovation. Brilliantly bringing to life an authentic branded experience to Fortnite players as a new media environment to help showcase ITVX as the UK’s freshest streaming service with hard to reach consumers.”

This is an independently created Fortnite Creative experience and is not sponsored, endorsed, or administered by Epic Games, Inc.

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Notes To Editors

About Metavision

Metavision is a studio and agency for the Metaverse. We deliver creative strategy and execution in the Metaverse for brands and entertainment companies. From ongoing branded worlds to creative strategy, entertainment formats and IP partnerships, Metavision is your entry point to the Metaverse. Metavision is part of ITV's Studio 55 Ventures.

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