

# Kebab perfume campaign... the doner docu-soap

NEWCASTLE, UK: In a world primarily dominated by music mogul Simon Cowell, it is clear that the popularity of reality television is rising. Channel after channel are singing competitions, dancing competitions and the latest teen phenomenon, the docu-soap.



These non-scripted documentaries often need no introduction but for MTV's *Geordie Shore*, the essence of Newcastle could only be captivated in the form of the world's first kebab scented perfume.

## Doner you worry - it smells like the real thing

A string of spoof perfume style adverts, entitled '*L'eau de Geordie*', featured the show's stars drinking water from a shoe, blowing bubbles and eating a kebab. Initially the advert was simply an attempt to promote the second series, but its popularity soon prompted the additional creation of the unique £10 perfume. The cast worked with fragrance consultants, The Perfume Studio, to emulate the aroma of a doner kebab from Ameen's takeaway in Newcastle, their destination of choice after a night out.

*Geordie Shore*, MTV UK's highest rating show, is the British adaptation of MTV's American series, *Jersey Shore*.

## Results

The first episode of the second season of *Geordie Shore* scored an audience of 499 000 rising to 576 000 for episode two.

## External links

[Geordie Shore on MTV](#)

[Geordie Shore on Facebook](#)