



## EastEnders 40

Celebrate EastEnders' 40th Anniversary in a watchathon of its unforgettable storylines.

Explore

I would suggest changing the header to “**40 Years of EastEnders**” instead, to avoid repetition with the main image text. The suggested header would also clarify the meaning of “EastEnders 40” for viewers who do not watch the show.

Alternative copy suggestions:

- “**Celebrate the award-winning soap’s 40th anniversary. Let’s head to Albert Square and take a trip down memory lane.**”
- “**Head to Albert Square and cherish your favourite moments from the last four decades on a trip down memory lane.**”
- “**Head to Albert Square and revisit your favourite moments in celebration of the 40th anniversary.**”
- “**Relive classic moments from the last four decades of the award-winning soap.**”
- “**Celebrate the 40th anniversary of the award-winning soap with its most iconic episodes.**”
- “**Celebrate the 40th anniversary of the award-winning soap with a special watchathon, filled with your favourite unforgettable moments.**”

*Another option is to include a question in the copy for more engagement:*

- “**Want to celebrate the award-winning soap’s 40th anniversary? Kick back and rekindle your favourite storylines.**”
- “**Want to celebrate the award-winning soap’s 40th anniversary? Head to Albert Square and reunite with your favourite characters and storylines.**”

The approach of these suggestions emphasises that the show is award-winning and features a plethora of iconic characters and storylines. I’ve also used phrasing such as “your favourite” and “memory lane”, and mentioned Albert Square for a better connection with the fans and to capture their attention.

I would use “**Watch**” instead for a more direct call to action, which is focused on watching the episodes rather than browsing.