



dunbartonshire  
CHAMBER OF COMMERCE





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Bohemian Rhapsody





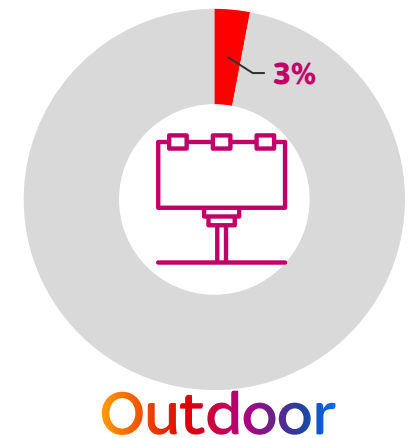
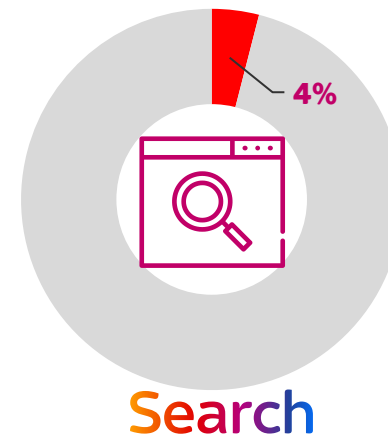
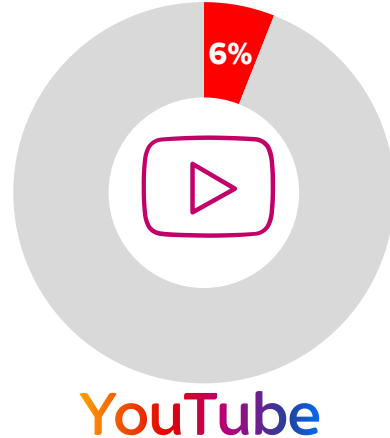
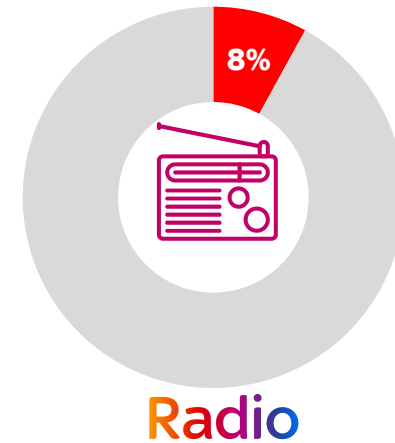
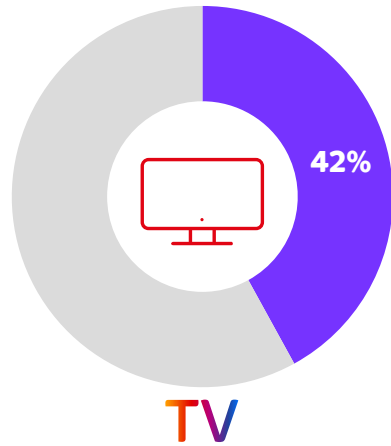
SKY

Why advertise on TV?

Jumanji: The Next Level

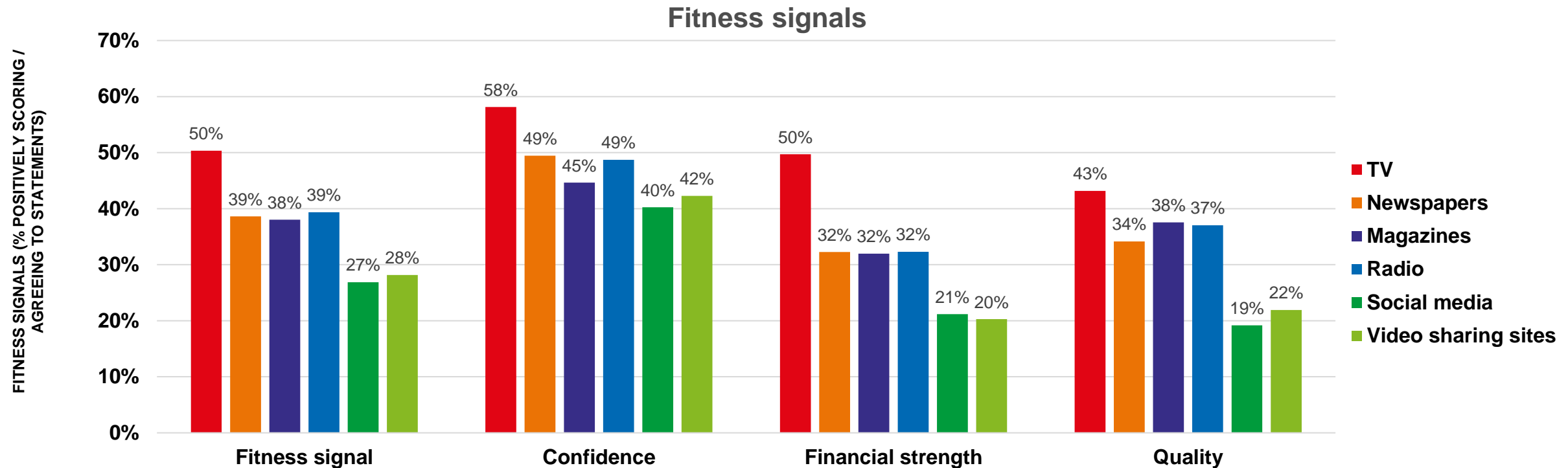
sky cinema

# TV advertising is the most trusted



Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox, adults 15+ Question: 'In which, if any, of the following places are you most likely to find advertising that...'

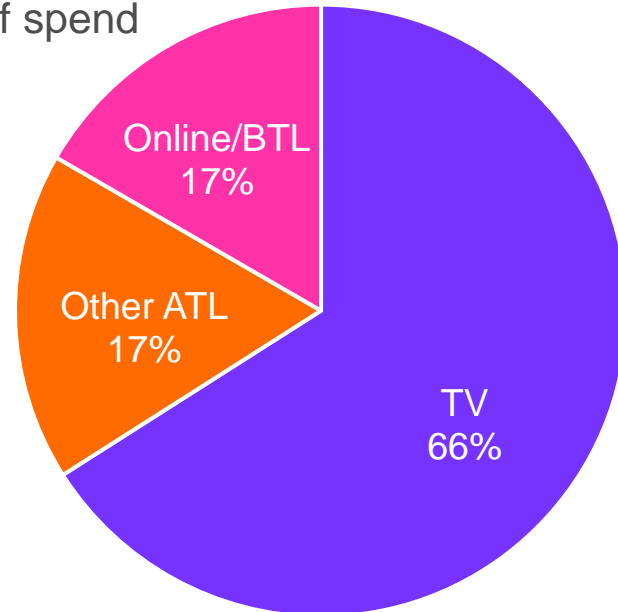
# TV ads deliver quality, self-confidence and strength signals



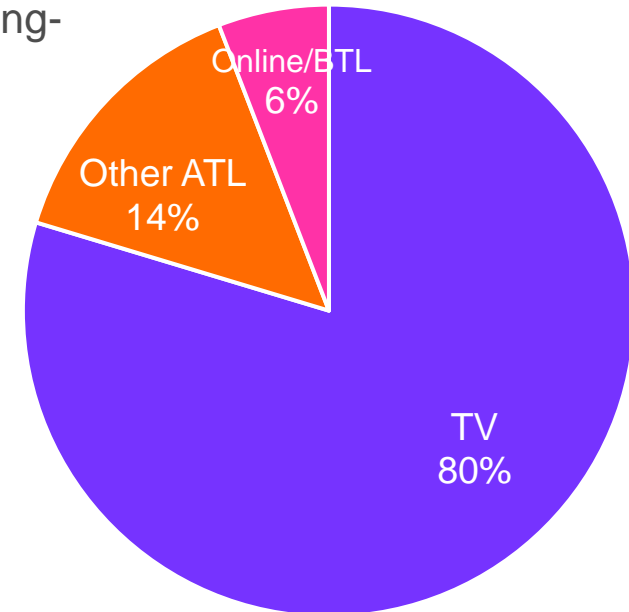
Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

# TV delivers greater sales versus spend for smaller brands

Share of spend



Share of advertising-generated sales

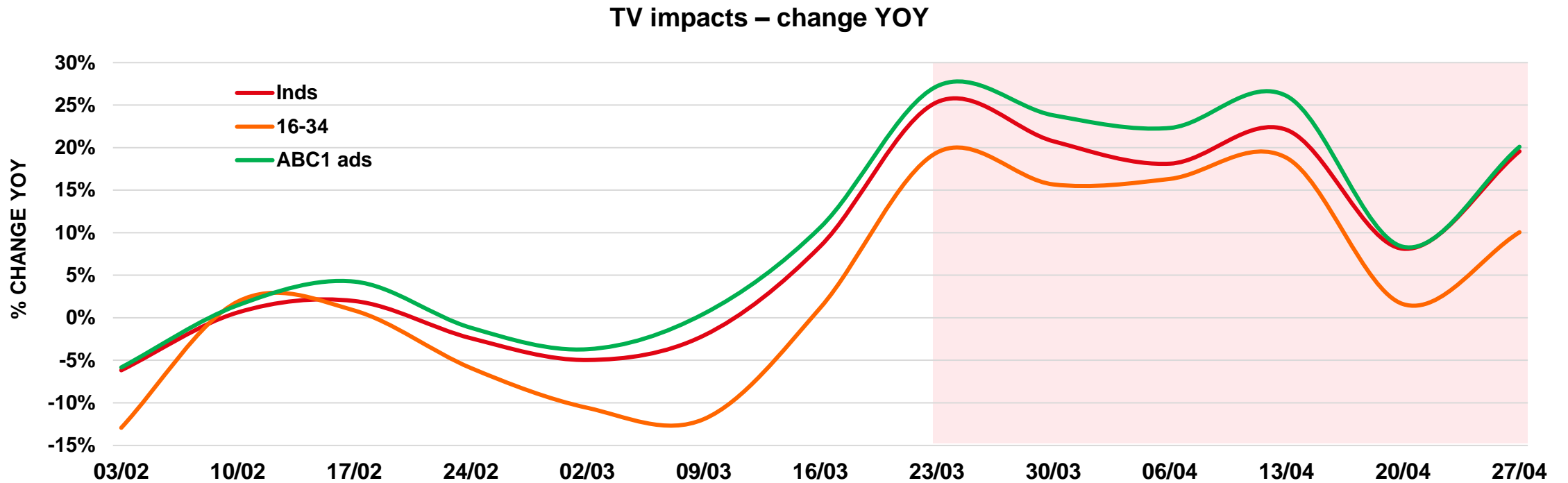


Source: 'As Seen on TV: supercharging your small business', May 2019, Data2Decisions/Work/Thinkbox. Data2Decisions database of smaller brands. All categories.



What's happened to TV viewing habits and behaviours during lockdown?

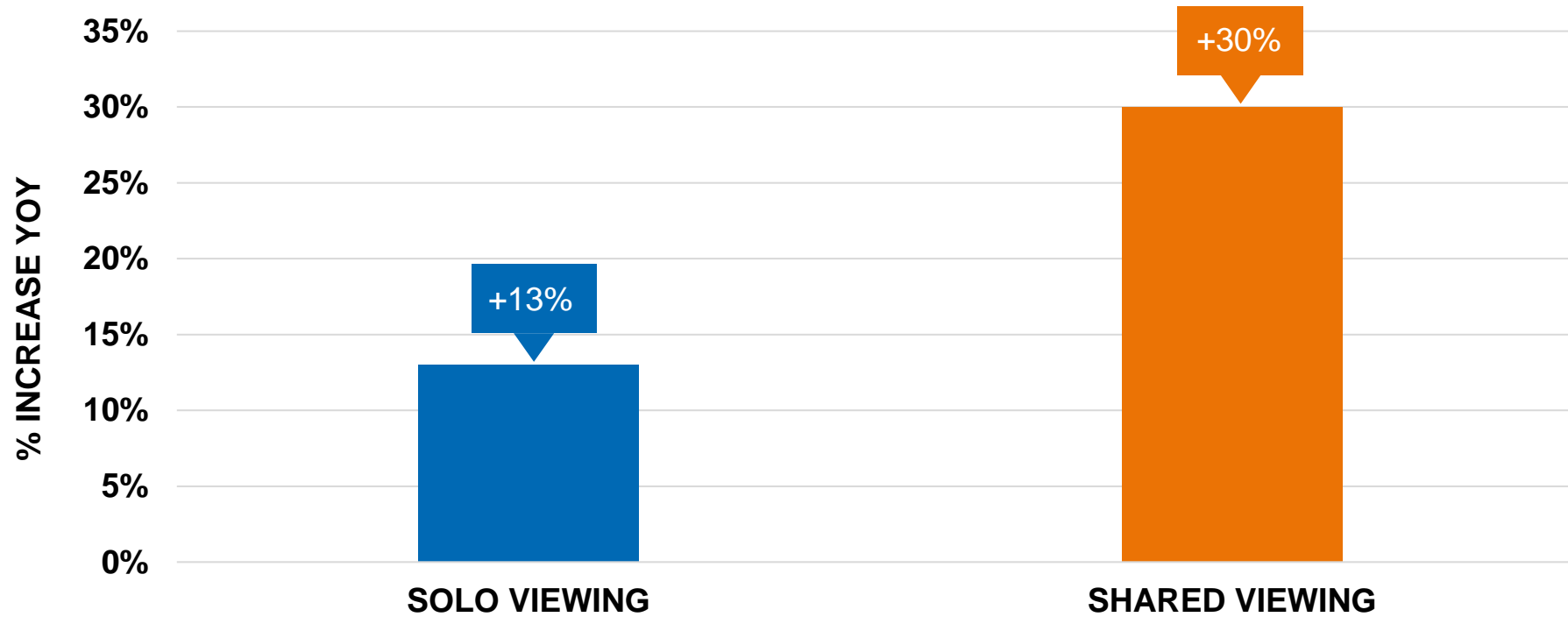
# Viewing of TV ads increased by 19% YOY during lockdown



Source: BARB weeks 6-18 2020 vs weeks 6-18 2019. 30" reweighted impacts.

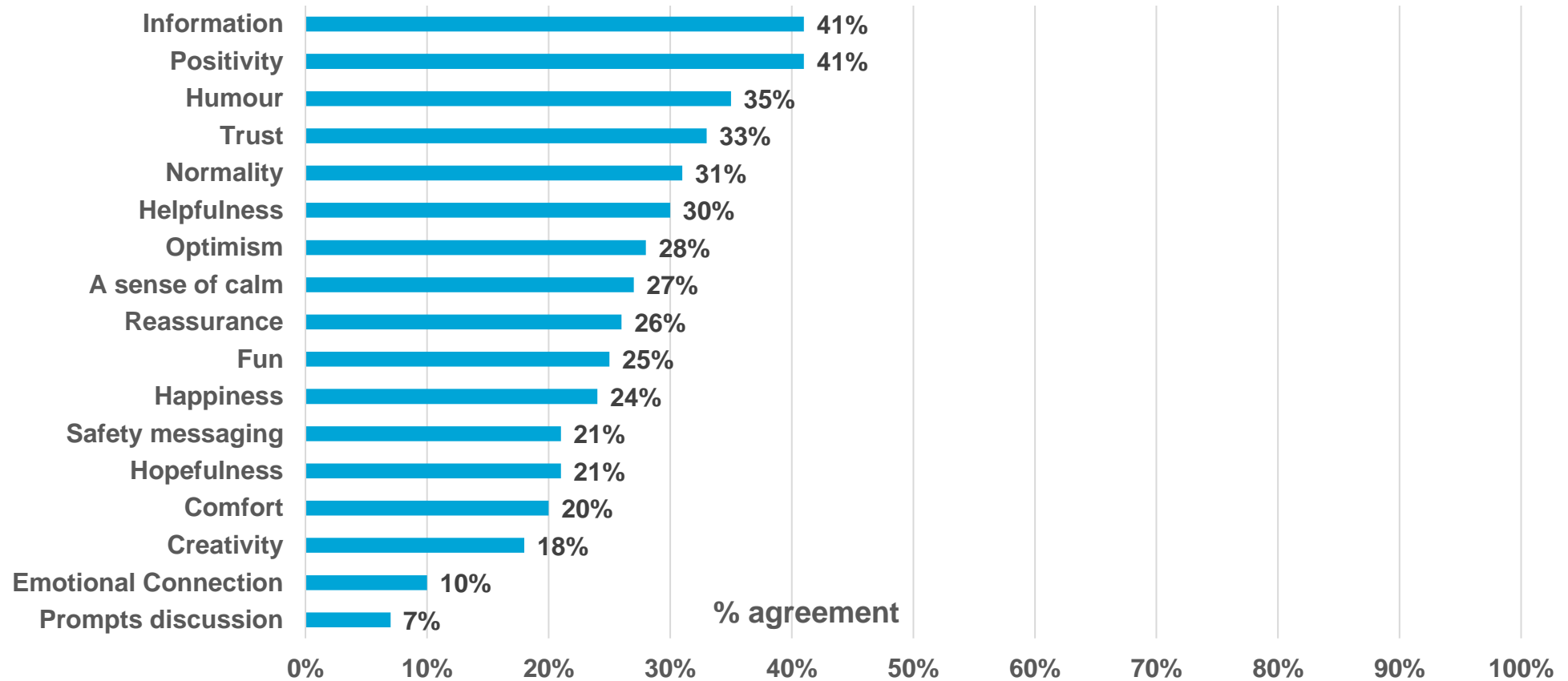


# During lockdown, shared viewing increased by 30%



Source: BARB weeks 13-19 2020 vs weeks 13-19 2019. All data based on live TV set viewing

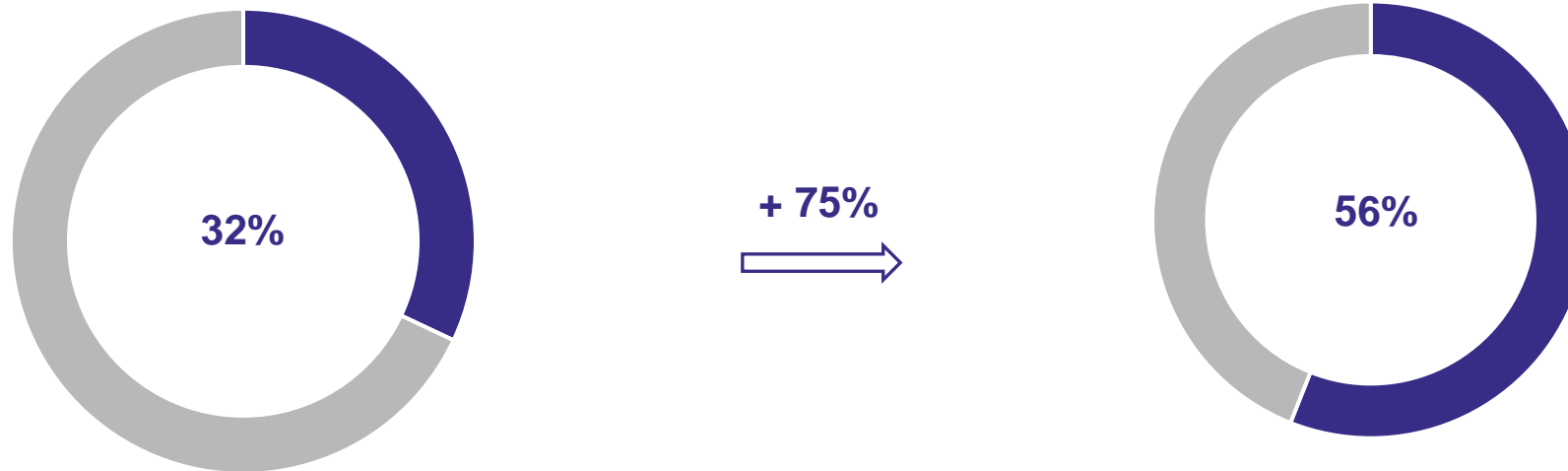
# What do people want from TV advertising at the moment?



Question: 'Which, if any, of the following do you want from companies advertising on TV at the moment?' Base: all UK adults ages 16-75, n = 1125

# Viewers are 75% more likely to follow up on a TV ad when multi-screening

## ACTIVE RESPONSE DURING 2<sup>ND</sup> SCREENING



The data refers to people who entered a site or used an app within 15 minutes of watching an ad on TV, of the same brand, between July 2016 and April 2017

Source: Mediacom and ViewersLogic research 2019



How it works...

## Best of TV

Large audiences quickly

Highest quality content

Established measurement



## Best of Digital

Highly targeted

Customer response tracking



# adsmart

from **sky**

48%

Drop in channel  
switching

10%

Increase in ad  
enjoyment

13%

Higher emotional  
response

35%

Increase in ad  
engagement



## FIVE Years and Forward AdSmart Whitepaper



14%

More likely to  
talk about

+4%

spontaneous brand  
awareness

10%

Higher ad  
recall

+20%

purchase  
likelihood



Targeting with precision



Billions S5

sky atlantic HD



# Data: a deep understanding of every household



Proprietary 1<sup>st</sup> party data



Mapped to market-leading 3rd party providers



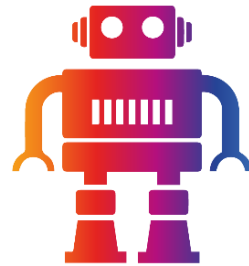
# Targeting



Experian Mosaic



Business owners &  
decision makers



Technology adoption



Category purchase



FMCG purchase



Demographics /  
household composition



Financial



Home



Vehicle ownership



Moving home

# Building an audience

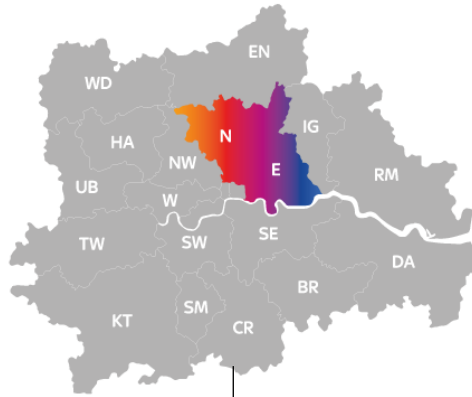
## Geographical segments

AdSmart allows you to pick your ideal audience from hundreds of combinations, so you can be sure only the right households are seeing your ad at the right cost for you. You can combine by location and household attributes to best suit your needs.



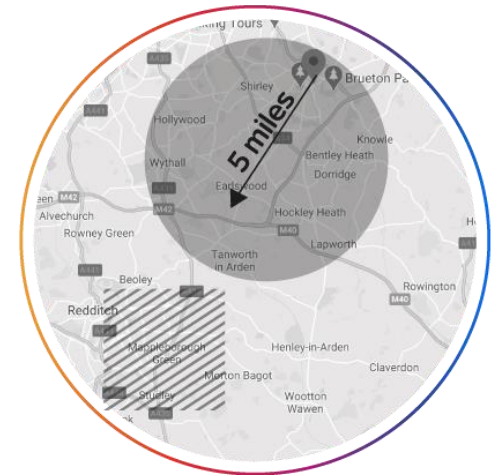
Area

BARB Region  
Met Area  
Local Authority



Postcode

Postcode Area(s)  
Postcode Sector(s)\*  
Postcode District(s)\*



Catchment area

Radius\*  
Selected box\*  
Drive Time\*  
Delivery/service Area\*

# AdSmart enabled channels



# Delivery Measurement

# 75% Viewability



Household panel:  
**500k households**

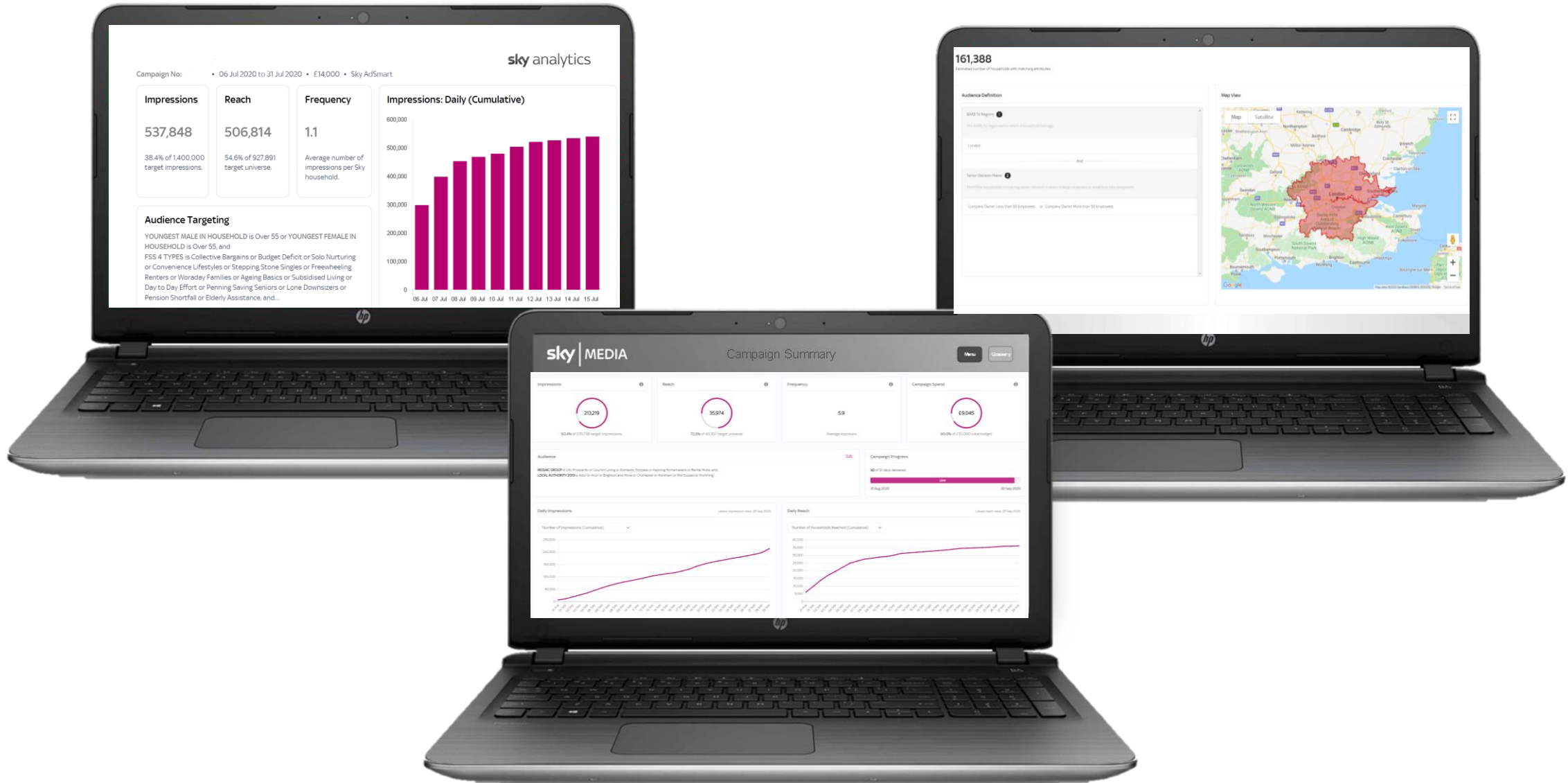


Detailed Impression  
reporting

Game of Thrones

sky atlantic

# Planning and Reporting





The image features three young boys from the movie 'Good Boys' against a solid red background. On the left is a Black boy with a large afro, looking upwards with a serious expression. In the center is a white boy with short brown hair, looking upwards with a neutral expression. On the right is a white boy with spiky black hair, looking upwards with a neutral expression. The word 'sky' is written in a large, stylized, 3D font with a red-to-white gradient, positioned behind the central boy's head.

sky

Tony L'Anson

Place Manager for the Milngavie Business Improvement District

Good Boys

sky cinema



The Third Day

sky atlantic

The power of TV  
enhanced

