



DS Automobiles In partnership with Sky Arts

DS Automobiles sought a top quality partnership that would complement and elevate their new brand launch of the DS 5. The objective was to raise awareness and recognition amongst an ABC1 audience and stand out against competitor brands. They wanted to build brand perception of DS within the arts space and increase consideration, through engagement to individuals with a passion for design and creativity. As DS' first TV sponsorship, it was vital that the partnership complimented everything the DS brand stands for.

23%

Increase in
DS 5 sales leads

50%

of viewers aware of
the sponsorship

+19ppts

Increase in
brand favourability



Insight

The DS brand's emphasis and celebration of French craftsmanship, refinement and style made a partnership with Sky Arts a natural fit. Hosting a breadth of premium and stylish content, related to the Arts and Culture scene, Sky Arts was the perfect platform for DS to reach their target audience, and establish the brand's core values in the market. With a shared passion for working with the 'greats' in their industries, the partnership allowed the brands to collaborate on a campaign that would truly align in artistic direction and flair and extend beyond 'badging' to integrate the brands seamlessly.



Idea

As a result of the two brand's common interest in beauty and innovation, Sky Arts provided a truly multi-platform collaboration with DS including TV, digital, social media and event activation. Sky Arts offered precisely what DS required, with premium and stylish content related to the Arts and Culture scene and a mass audience of over 22m individuals per annum, providing both brand alignment and scale.

Playing to the two brand's synergies and in a first for Sky Media, DS became a sponsor at the annual South Bank Awards, extending the brand's reach even further. This activation successfully associated DS with a range of household talent, well known for their contribution to the Arts in the UK, on the ground at the event and in the promotion surrounding the event.



Activation

DS and Sky Arts launched the 360° partnership with a channel sponsorship across TV, on-demand and digital platforms. This association immediately reinforced the brand's avant-garde approach and philosophy through the perfectly engineered creative and provided a platform to reach a mass audience and ignite recognition amongst viewers.

To unite the two brands further, Sky Arts provided editorial content with prizes and ticket giveaways to DS' e-mag subscribers and ran bespoke sky competitions within dealerships to reach both new and existing customers across multiple touchpoints.



We seek partnerships with other distinctive brands that reflect the core values of DS Automobiles and, with Sky Arts, we have found just that. We take pride in our artistic flair when designing our cars so, to be able to share our artistic direction through a partnership with similarly creative and discerning individuals, is a wonderful opportunity.

Arnaud Leclerc, DS Brand Development Director in the UK

DS AUTOMOBILES
PROUD PARTNERS OF SKY ARTS

Furthermore, in a first for Sky Media, DS Automobiles supported creative excellence in the arts by sponsoring the 'Visual Art' accolade award at the 2016 South Bank Sky Arts Awards. This unique association with a longstanding and premium event hosted by Sky Art provided DS the opportunity to extend their involvement to on the ground activation at the event. DS showcased a fleet of DS 5 cars by transporting talent, including Twiggy and Lenny Henry, in chauffeur-driven branded vehicles, to ensure they arrived at the event in style.



Results

Sales

- DS 5 sales leads increased by 23% since the start of the partnership.

Awareness

- DS achieved cut-through with their sponsorship of Sky Arts. Almost 50% of viewers were aware of the sponsorship within a year
- Sponsorship idents helped to increase awareness of the new DS brand with an uplift of +9ppts against non-viewers
- The sponsorship was also able to drive even stronger awareness of the model itself, where awareness of the DS5 saw an uplift of +13ppts.

Perception

- 70% of viewers aware of the sponsorship described DS as a premium brand that "encapsulates the spirit of the avant-garde" as well as being stylish, dynamic and a modern brand
- Within a year, viewers were more likely to associate DS with the premium Sky Arts talent such as Andre Rieu and Katherine Jenkins. By extension, the partners were also about to demonstrate that the association with Sky Arts content also promoted the wider DS links to Paris fashion and style, with our viewers much more likely to align DS with key French icons such as The Louvre and Claude Monet
- Brand advocacy & favourability performed exceptionally well, delivering impressive viewer uplift of up to +19ppts.