

## UPGRADE WITH EMIRATES AND SKY

### Emirates & Sky Q

Family holiday to Dubai or one of 600  
com vouchers

### Emirates brand engagement reached new heights with Sky customers

Emirates were looking for a premium platform to increase brand awareness of their upgraded economy class features to upmarket audiences. In line with their premium brand, Emirates partnered with Sky Q on a multi-platform campaign promoting a competition for consumers to win an 'upgraded' prize, courtesy of the two brands. The campaign hit a sky high record for competition entrants and brand engagement alike.



#### Challenge

Emirates wanted to communicate the superiority of their economy service by demonstrating their unbeatable service in the market. Their USPs include WiFi on board, unlimited drinks, unrivalled entertainment system, comfy seats, extended legroom, gourmet in-flight menus and extra baggage. The campaign needed to emphasise their premium brand and stand-out features to educate and entice new customers and drive overall brand favourability to key audiences including upmarket adults and their families.

+18<sup>k</sup>

competition  
entries

8,446

marketing  
opt-ins

10.6<sup>m</sup>

digital impressions  
delivered



#### Insight

With Emirates being such a premium brand, it needed a platform that would reflect and emphasise this. There was no better fit than Sky's unrivalled new viewing platform, Sky Q. Sky Q is Sky's next-generation TV platform, bringing Sky TV to multiple rooms, screens and devices for a "fluid viewing" experience - complete with 4K Ultra HD content.

Both Emirates and Sky Q consistently strive to 'upgrade' their customers brand experience and provide unrivalled service in their respective marketplaces. Sharing both premium brand values and both aspiring to reach ABC1 consumers across the UK, the partnership was a perfect fit.



#### Idea

The campaign drove awareness of Emirates' best in class economy flights, by aligning and co-promoting Sky's award-winning Sky Q platform. The campaign was the first broadcast partnership for Emirates and also the first time any brand has partnered with Sky Q since it launched in 2016, making it truly special and something to shout about.

Centred on a TVC, the creative focused on the shared messaging of both Emirates and Sky Q providing an "upgrade" to the competitors in their space.

The partnership spanned across Sky Media's portfolio of TV channels, on-demand platforms as well as Sky Sports and Sky News digital sites.

**ANSWER THE QUESTION FOR YOUR CHANCE TO UPGRADE AND WIN!**

How many channels of award-winning entertainment can you sit back, relax and watch in Emirates Economy?

- 25
- 250
- 2,500

ENTER

Terms and Conditions apply.

5 SKY Q PACKAGES FOR A



600 SKYSTORE.COM VOUCHERS



**UPGRADE WITH EMIRATES AND SKY**

Win a Sky Q TV package, a family holiday to Dubai or one of 600 skystore.com vouchers

ENTER HERE ▶



## Activation

The TVC lead customers to a co-branded hub on Sky.com to win a Sky Q subscription upgrade, with a state of the art 4K UHD LG TV, Sky Store vouchers and for one lucky family, a holiday to Dubai courtesy of Emirates Airlines. The digital hub featured branding and editorial features from Emirates promoting their premium services, alongside both Sky Q and Sky Store branding all emphasising the 'upgrade' messaging. To ensure consumer engagement with Emirates editorial, the entry mechanic for the competition was devised around a question relating to Emirates unique features.

To promote the digital hub and competition entrants beyond linear, bespoke digital native placements were strategically placed around Sky News & Sky Sports content. These placements not only extended the reach among a premium audience, but also drove traffic to the microsite and therefore more consumers engaging with the Emirates brand. Both Sky Media & Sky Store twitter handles also tweeted to promote the competition, reaching a further 5,000 social followers.



## Results

### Engagement

- Over 18,000 competition entries
- 8,446 marketing opt-ins for Emirates Airlines
- Over 10.6 million digital impressions delivered.

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*We were delighted to work with Sky on a 'media first' by partnering with Sky to perfectly align the 'upgrade' experience of both Emirates Economy & Sky Q*

*Chloe Smith, Partnerships Director, Havas Media Group*