

SUCCESS STORY

HPE & Sky Sports

HPE's Sporting Data x Sky Sports News Top Editorial = The Winning Formula

Hewlett Packard Enterprises (HPE) needed to drive brand awareness and engagement with the illusive upmarket male audience. In a bid to make data 'fun', HPE partnered with Sky Sports to provide sports fans with facts and stats relating to the biggest sporting events of the summer. Delivering a massive shift in brand image, awareness and engagement, Data + Sport was crowned the winning formula.



Challenge

HPE needed to find a way lose the 'boring' corporate data connotations, and reposition the brand to make data sexy. With the aim to engage affluent 16-34 year old males, the campaign needed to be creative whilst delivering key brand messages to this desirable audience.

+2^m

article views on the
'Data Zone'

36%

increase in HPE's brand
image built

35.8^m

digital impressions
delivered



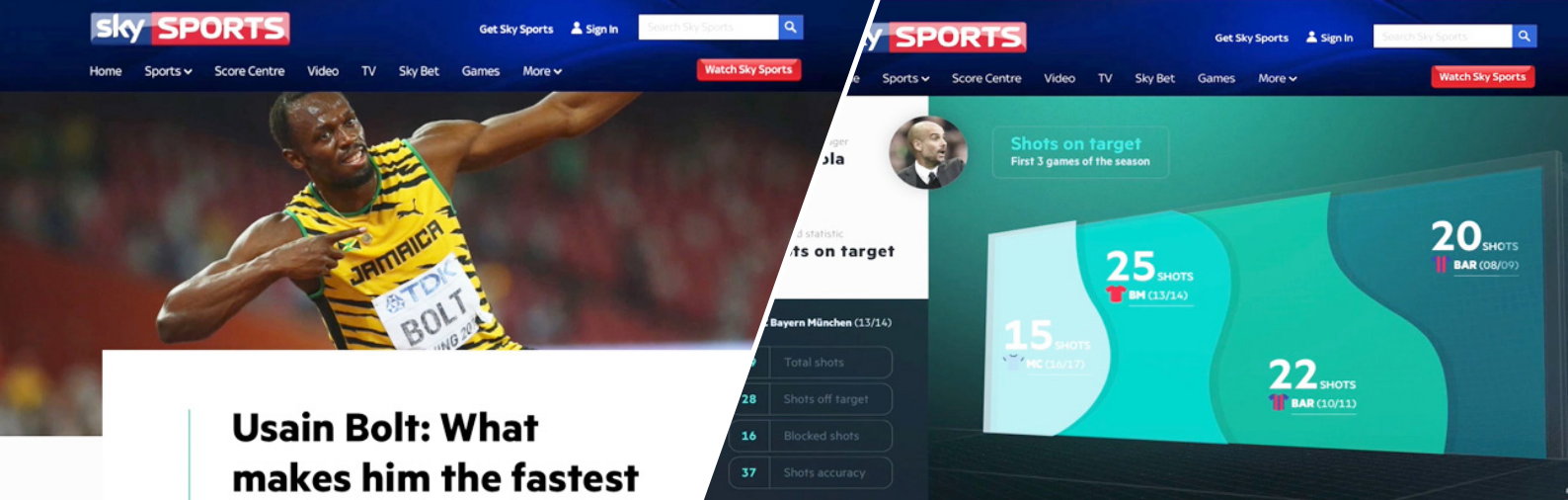
Insight

For a brand wanting to engage with a mass male audience, there is no better platform than Sky Sports. Reaching millions of sports fans every day and engaging with them across TV, digital & mobile, the brand fit was perfect. HPE needed to find a way to naturally integrate their brand with sport, to talk on a level with this captive audience and not blend into the background.



Idea

For an avid sports fan, statistics are key. From the top serve speed achieved during Wimbledon, to the possession percentages of the top two teams competing in the FA cup final. Let's be honest, it's pub kudos. So how could HPE integrate its brand with sporting statistics and engage with fans? Simple - it could be the fuel to every fan's sporting conversation. Delivering data-led facts, editorial and interactive games, across all platforms, straight into the hands of fans.



Usain Bolt: What makes him the fastest



Activation

The summer of sport on Sky Sports News HQ kicked off with HPE's 'Stat of the Day', the first real time in-programme sponsorship, directly driven by editorial. Every hour, Sky Sports News broadcast to millions of viewers a data-led fact, based on the sporting news agenda, in partnership with HPE. This aired daily over the summer months, promoted on screen hourly from 6am-6pm, with facts such as the amount of goals scored in Premier League history to date. Reach and relevance were firmly ticked, and there was more to come.

To support the linear activity, the HPE Data Zone was introduced. A co-branded digital hub on skysports.com, filled with bitesize sporting data-led facts, along with editorial articles and interactive tool kits – enabling fans to predict upcoming match results based on historic and real-time data. On top of this, three hero interactives were activated across the summer, allowing fans to fully indulge in masses of data behind key sporting events including; The Premier League, Ryder Cup and England vs India 1st Test day. This not only made data engaging, but helped to banish the popular perception that data solutions are dull and uninspiring.

Taking the campaign one step further, Sky Sports top sporting journalists created a catalogue of bespoke editorial and social content to further populate the 'Data Zone', enhancing the partnership and allowing the two brands to seamlessly align. Combined with the interactive data tools, the hub benefited both fans and HPE alike, offering fans a unique platform to indulge in their love of sport, and also an innovative way to interact with HPE.

The data zone was every fan's dream, but letting them know it was there was key. A roadblock of co-branded mobile, native and digital display were used across skysports.com to drive traffic to the co-branded hub, encouraging further reading across the catalogue of content. Further to this, Sky Sports Social Media handles posting a 'Stat of the weekend' every Monday, looking back at the sporting events of the weekend and similarly driving fans to 'The Data Zone'. Key sporting dates were also used for homepage takeovers on skysports.com, ensuring HPE targeted as many sporting fans as possible at a relevant time, and in the most engaging way.



Results

Engagement

- 2,051,916 article views on the 'Data Zone'
- 35.8 million digital impressions delivered across the campaign
- The social stat of the weekend received 8,485,429 impressions.
- HPE also recognised an uplift in website visits (+21ppts) and social media engagement (+20ppts)

Shift in Perception

- 36 % increase in HPE's brand image built amongst viewers
- +100% increase in brand image amongst those who interacted most with the campaign (Data Zone)
- The campaign generated a strong call to action amongst viewers with a +26ppts on online searches for HPE.