

Sky Media and E.ON: Sprinkling some Hollywood magic on humdrum heating

This is the story of how E.ON teamed up with Sky Cinema, and as a result achieved category leadership in awareness, a significant Net Promoter Score boost, and increased its customer acquisitions. The secret? A sprinkling of Hollywood magic and an integrated approach from E.ON's media partners: Vizeum, Amplifi, Story Lab and Sky Media.



Challenge

The average UK household spends just nine minutes a year thinking about their energy supplier -- about the time it takes to log on to a price comparison site and check costs. It's the definition of a low-interest category. In a market driven by price, utilities have two major issues: establishing brand values and retention. Fix the first, and the second should follow. E.ON needed a campaign that would make it stand out in a crowded marketplace, increase its brand awareness and favourability, and shift customer perception to E.ON as a trusted, family centric brand.

1.7^m

visits to the
co-branded site

57%

increase in brand
advocacy

90%

increase in
talkability



Insight

Movies, and most pertinently Movies on Sky, naturally appealed to E.ON's target audience - the family. To tackle customer retention and drive brand values, E.ON needed to align its brand with a mass market and family orientated platform to connect with as many families as possible across the UK. Through a partnership with Sky Cinema and Sky AdVance, E.ON would be able to strategically and successfully achieve this.



Idea

The campaign idea was two-pronged: One, to enlist Sky Cinema talent to land E.ON's brand values amongst existing and potential customers. And two, to target consumers with personalised offers using Sky Media's data and technology.

More crucially, Sky Advance would underpin the campaign through directly linking the sponsorship to customer retention and acquisition. Sky AdVance, is Sky's technology that uses data to target linear TV viewers across digital, enabling E.ON the ability to re-target viewers who would see the sponsorship with sequential brand messages.

Add to this a rebrand of Sky Movies to Sky Cinema, and E.ON would benefit from extensive coverage of one of Sky's hero channels. In particular, E.ON would gain the added advantage of associating with the Sky Cinema's most treasured property, Sky Cinema Premiere, a new platform that would debut a new film every day.



Activation

The partnership lifted the campaign beyond a traditional badging exercise into an exceptional 360 activation, engaging with customers on a new level across multiple platforms.



The sponsorship of Sky Cinema helped set E.ON apart from its competitors. The collaboration enabled E.ON to deepen its understanding of its customers, to strategically target them with relevant offers and at the right time in the customer lifecycle.

Ed Rowlands
Client Business Partner - Amplifi

The sponsorship launched on E.ON's website with a personalised message to E.ON customers from Sky Cinema Ambassador, Alex Zane. As patrons logged on to check their account, Alex welcomed them to the new home of Sky Movies, Sky Cinema, and hinted at upcoming events and competitions that they would receive as E.ON customers, all through a custom digital video.

To further integrate all of Sky Cinema's platforms, Sky Cinema Premiere and Cinecast were integrated into custom produced monthly bespoke digital content vignettes, featuring Alex. He provided E.ON customers updates for upcoming contests, content and the latest films to be premiered on Sky Cinema. As well as being available to existing E.ON customers via the company website, all Sky viewers on linear and Sky Go, the video clips were shared via social media, to further drive conversation amongst consumers. With the creation of the monthly series, E.ON was able to encourage its customers to engage on the website for a longer period of time and E.ON customers were able to interact with the brand in a non-traditional way.

In keeping with non-traditional and bespoke engagement, Sky and E.ON utilized the extensive data both companies carried in two tactical ways, data match and Sky AdVance. Sky and E.ON completed a data match to identify their joint customers. Insight from these customers revealed how E.ON could reward its existing customers with Sky's products, and vice versa. This insight was used to design exclusive Sky offers for E.ON customers, to incentivise renewing with E.ON and increase customer acquisition. A strategic Sky AdVance campaign was activated, connecting Sky's TV viewing data to the digital world. It allowed E.ON to break down the barriers between linear TV sponsorship and digital campaigns, by re-targeting Sky Cinema viewers, who had already been exposed to the sponsorship, with relevant offers online. Thus further increasing brand awareness and customer acquisitions.

E.ON and Sky were able to grow audience engagement with a co-branded digital competition hub. With traffic being driven from the monthly content series and the strategic digital offers patrons were receiving, the influx of site visitors was astonishing. The film focused competitions gave E.ON customers the chance to win Sky's newest products, creating a 'feel-good' for the brand, customer retention and further brand recognition.

Utilizing the momentum from the partnership, E.ON wanted to drive interaction between its sales advisors and customers through exclusive film screenings. E.ON and Sky Cinema created a co-branded cinema bus which toured the UK showing 'Must See Movies'. E.ON's charity partner, the Alzheimer Society, in partnership with the co-branded cinema bus, hosted a special screening of classic movies to the elderly. By making it about charity and family, as opposed to business goals, E.ON was able to shift customer's perceptions of the brand to being more trusted and family centric.



Results

Engagement

- 1,704,421 visits to the co-branded site - (including Sky content such as Sky Cinema event)
- The linked competitions were E.ON's most successful to date, receiving over 20k entries.

Shift in Perception

- Delivered the highest percentage of customer acquisition (62%) vs. customer losses (32%) over the last three years. To add context, the closest comparison in other campaigns achieved 48% acquisitions vs. 52% losses
- Sky Cinema fans were 55% more likely to have a positive perception of the brand image vs non-viewers of Sky Cinema
- Consumer behaviour metrics also improved: advocacy (+57%), talkability (+90%) and likeability (+21%).

Awareness

- E.ON was reported as the energy supplier top of mind amongst viewers aware (68%), which slightly ahead of British Gas (67%) and ahead of EDF (49%).