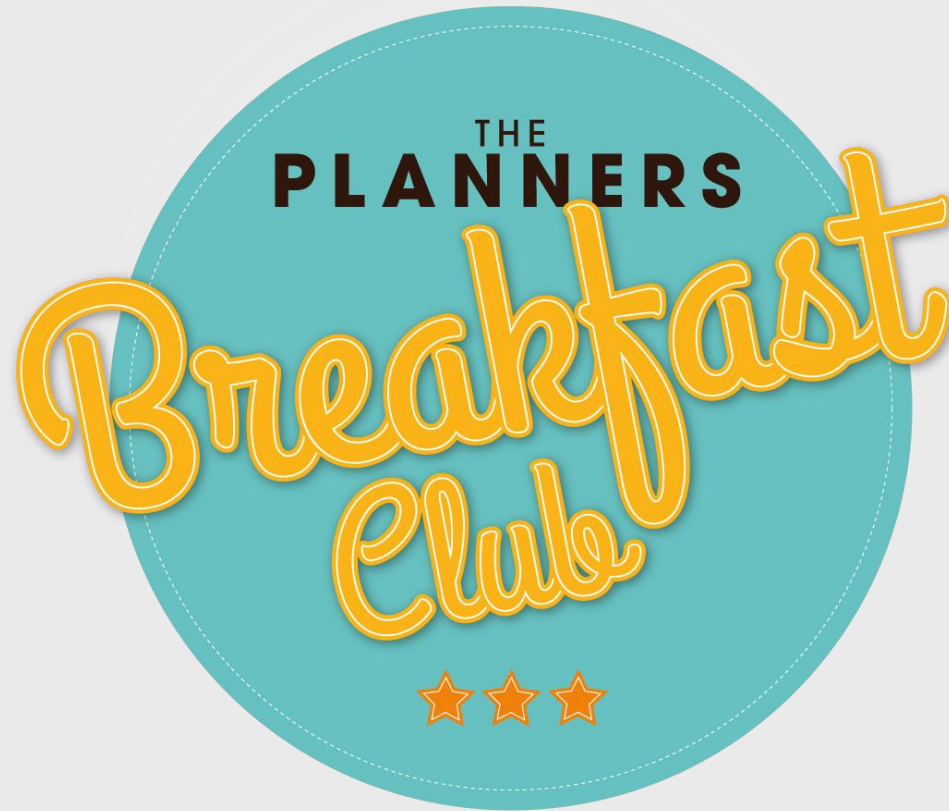


sky | MEDIA





sky cinema

Secret Life Of Pets 2



What the Breakfast Club is for...







# Targeting & CFlight

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## **Paul Barrett, Head of Commercial Partnerships**

- Welcome and Introduction

## **Sarah Jones, Head of Client Strategy & Planning**

- Contextual Targeting

## **Tim Dixon, Insight Controller, Product Strategy**

- Audience Targeting
- Sky Analytics Demo

## **Lucy Bristowe, Director of Insight and Research**

- Cross-Platform Reporting
- CFlight

## **Our Expert Panel**

- Hosted by Paul Barrett
- Featuring Sam from Craft, Emma from Starcom and Sarah from Sky Media

## **Paul Barrett, Head of Commercial Partnerships**

- Conclusion and Thank You

The Lion King





# Is TV at a tipping point?

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- Not all views are equal: Contextual
- Targeting is increasingly precise: AdSmart and AdVance
- Targeting can be extended across platforms: CFlight

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# Contextual Targeting

Sarah Jones

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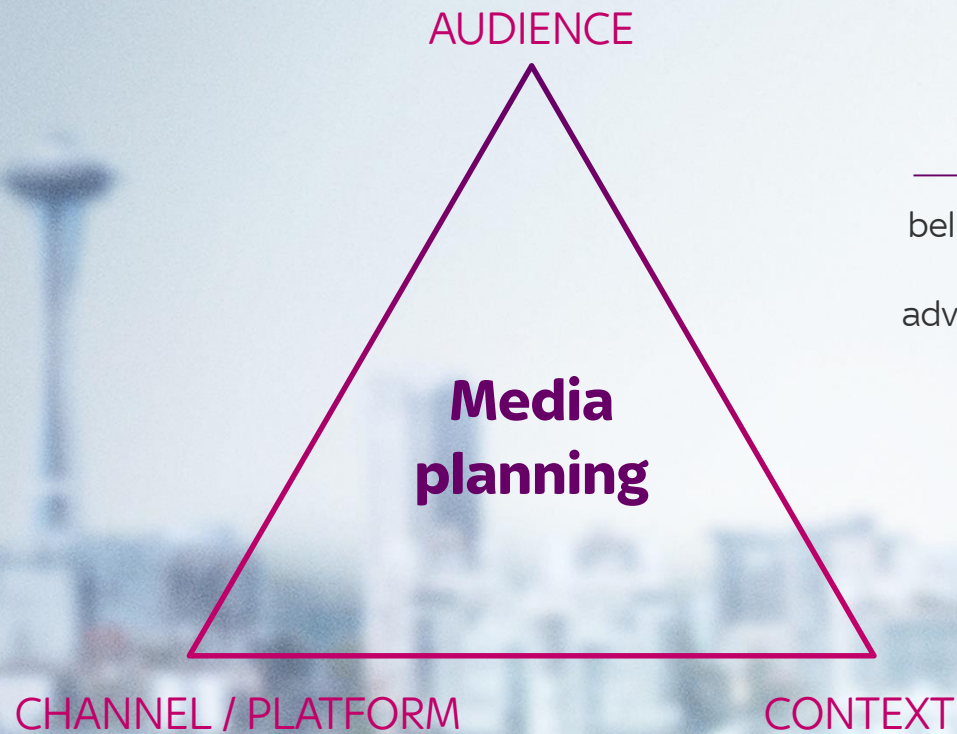


In a world where people are being  
bomarded, the right context can give a  
brand better recall, better awareness  
and better perceptions

**All of which drives stronger  
business results**



# Context is one of 3 key levers we can pull in media



# 40%

believe that the points of view surrounding a brand's advertising are an indication of the brand's own values





# There are lots of examples of brands getting it right...







**BBC BREAKING NEWS** : Mr. Bean (Rowan Atkinson) died at 58 after committing suicide.

FOX News update - English Actor Comedian Mr. Bean (Rowan Atkinson) died at 58 after committing suicide. The comedian committed suicide right after the producer remove him on Johnny English 3.

BBC NEWS



1

3 Comments



Like



Share

**But increasing opportunities to get it wrong ...**





OR



Because  
not all views  
are created  
**EQUAL**



The image features the Incredibles 2 family—Mr. Incredible, Elastigirl, Dash, Violet, and Jack-Jack—floating inside a large, glowing purple sphere filled with sparkling particles. The background is a dark, industrial setting with pipes and machinery. The text is overlaid on the left side of the sphere.

TV offers a  
**better,  
safer**  
environment  
for advertisers

sky cinema

The Incredibles 2





BIG SCREEN



VIEWED BY HUMANS  
NOT ROBOTS



TRUSTED



BRAND SAFE

75%

VIEW BEFORE  
CHARGED

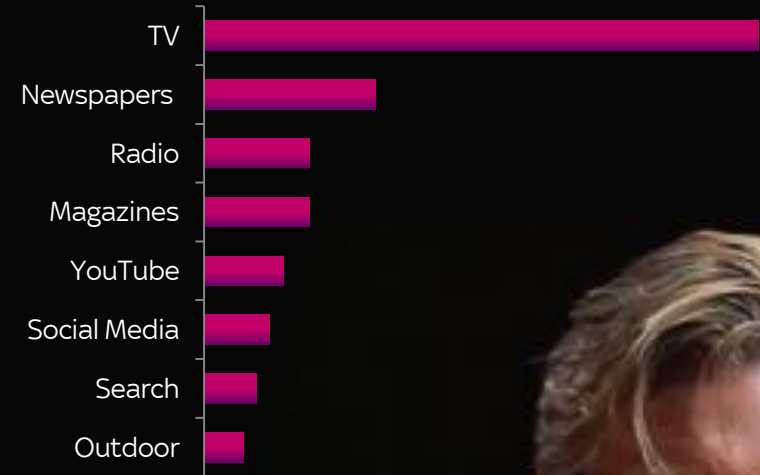


“Public promises carry more weight: hence why the words ‘as seen on TV’ are more convincing than ‘as seen on Facebook’

Rory Sutherland, Ogilvy



% of people who trust advertising on...



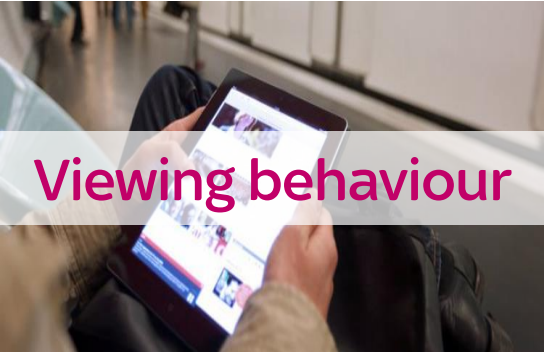
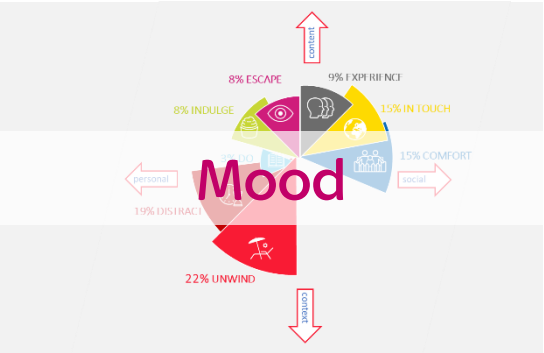
“It’s trust or bust...”

Keith Weed, Unilever





# Within TV, you can activate a variety of different contexts







AND



**AN INTEGRATED PARTNERSHIP**





# GAME OF THRONES<sup>SM</sup>

#FORTHETHRONE

Vouchers must be redeemed at [dominos.co.uk](https://www.dominos.co.uk) or via the Domino's UK App between 19-24 May. Participating stores only. Delivery area & menu restrictions may apply. See [sky.com/vipterms](https://www.sky.com/vipterms) for terms.



British Airways & Sky Atlantic's Riviera





# Within Sky, we can activate a variety of different contexts...

Genre



In Programme



Location & weather



Moments



Viewing behaviour







## Contextual Targeting...

- Context works
- TV offers an unparalleled context
- Huge scope for contextual targeting



---

# Audience Targeting

Tim Dixon







Brand Building

Sales Activation

Audience  
Targetings

REASONS  
why it's  
POWERFUL

sky cinema

Captain Marvel



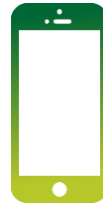
# Targeting



Experian Mosaic



Financial Strategy



Technology adoption



Category Purchase



FMCG Purchase



Demographics /  
household composition



Financial



Home



Vehicle Ownership



Moving Home



# Building an Audience

## Geographical Segments



**Area**

BARB Region  
Met Area  
Local Authority



**Postcode**

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



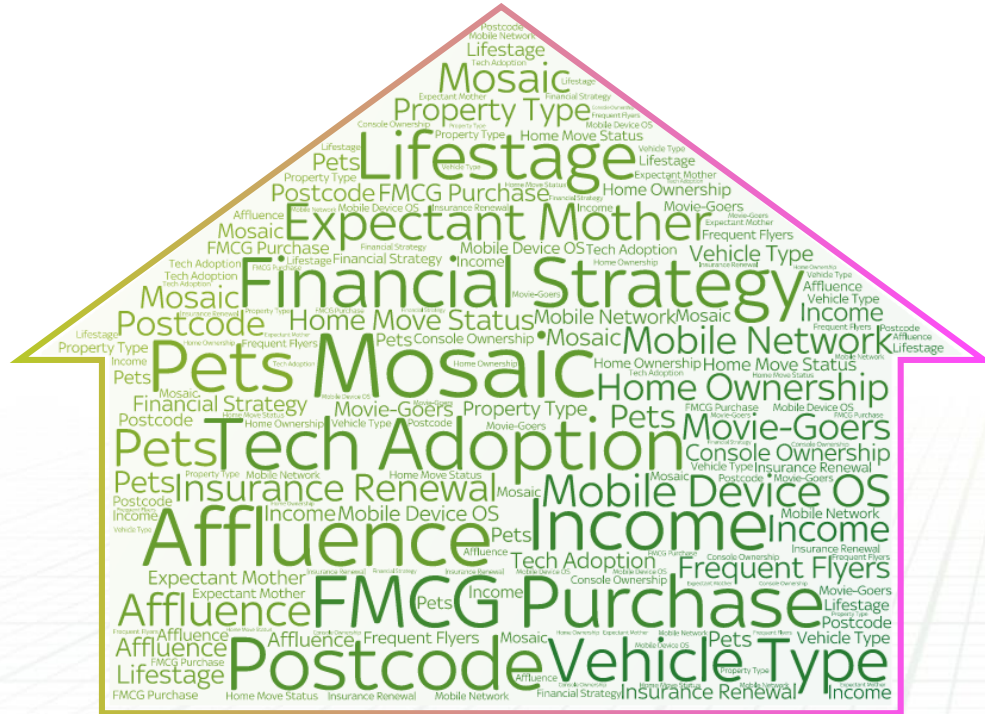
**Catchment Area**

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

\*Custom-built segments



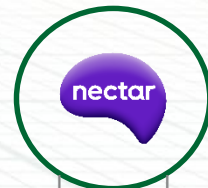
# Data: A deep understanding of every household



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



Mapped to market-leading 3rd party providers



COMING SOON





How brands **USE** it

sky store

Fast & Furious: Hobbs & Shaw





**PROPOSITION:** Reaching the hard to reach

 **Challenge**

**Cost effectively maximise TV reach for a linear TV campaign**

 **Audience Plan**

- **ABC1 Adults**
- **Light TV viewers**

 **Results**

MEDIA

**7-11%**

**Incremental Reach**



“

**It's created a hugely effective addressable solution to a problem that all brands are facing**

Thomas Green,  
Head of Media Marketing Communications,  
Barclays



PROPOSITION: Brand Reappraisal

### Challenge

Change the perception of Drop Box to a source of creativity & community

### Audience Plan

- Creative, Media & Marketing Roles
- Higher Affluence

### Results

BRAND

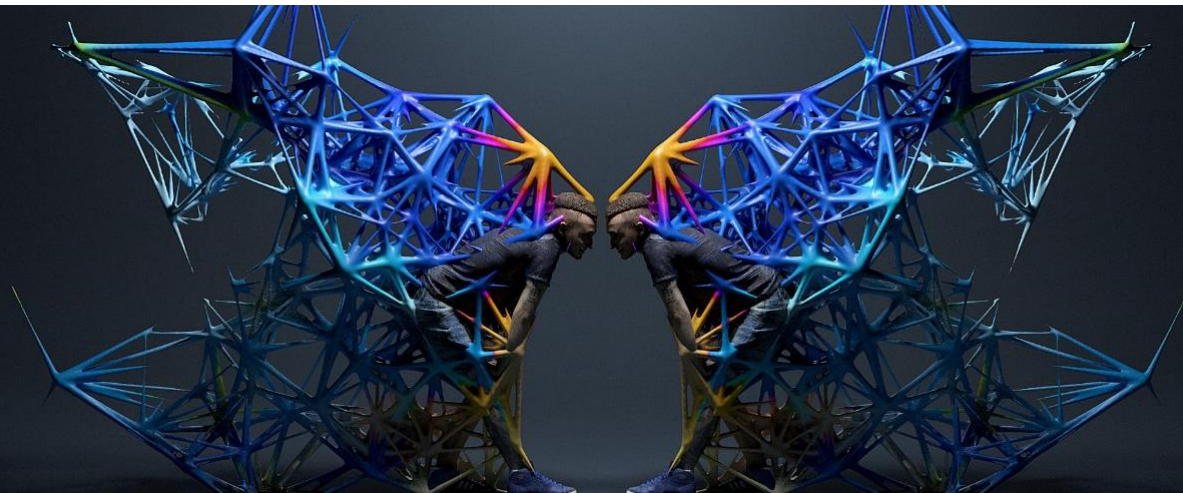
3x

Ad Recall

BRAND

42%

Purchase Consideration







PROPOSITION: Keeping it hyper local

### Challenge

Communicate the new Signature range, only where it's available

### Audience Plan

- 16-54 year olds
- In 15 minute drive time of participating restaurants

### Results

BRAND

+30%

Brand Recall

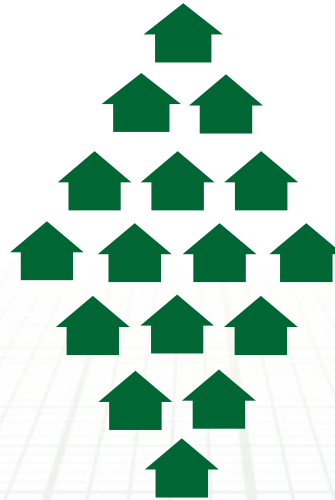
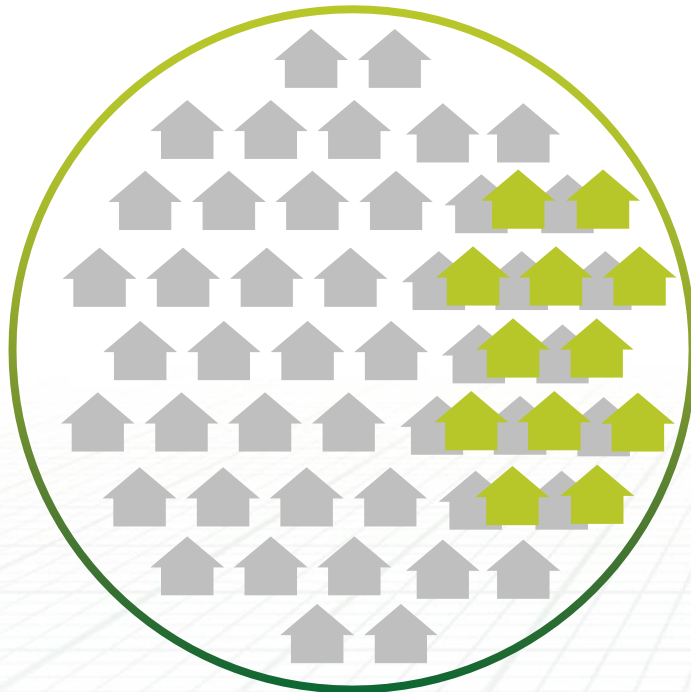
BRAND

  
Quality Perceptions Up

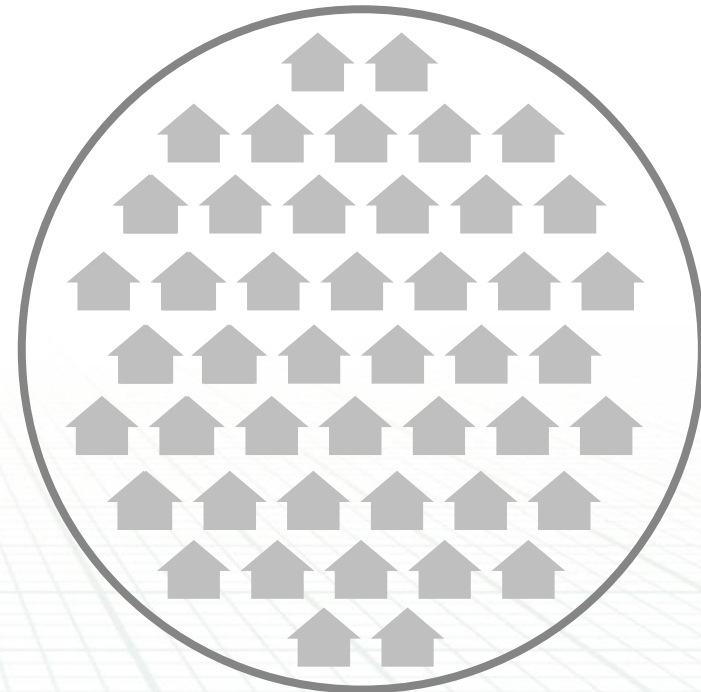


# Building an Audience

Custom



Advertiser  
Customers





# Direct to Customer Furniture Retailer

PROPOSITION: Customer Acquisition

## Challenge

Target top prospects

## Audience Plan

- Sky HH's that *look like* the retailer's best customers

## Results

RESPONSE

#

New Customer  
Acquisitions

RESPONSE

£

Sales



Brand Building

Add Reach + Frequency where it matters most



Cost effective brand building



Test & Learn



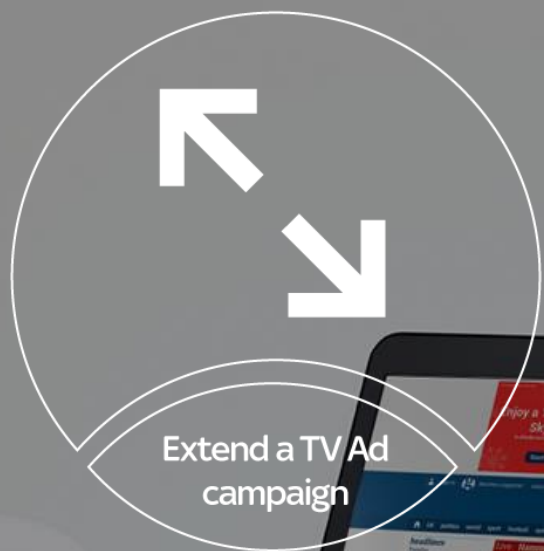
Short-term Response

Sales Activation

Audience  
Targeting



# Connecting audiences across platforms





# Take **CONTROL** of planning



sky cinema

Ralph Breaks The Internet



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# Analytics Demo

Christopher Gilbert & Lewis Smart

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## Audience Targeting...

- Increases relevance
- Decreases wastage
- Improves response

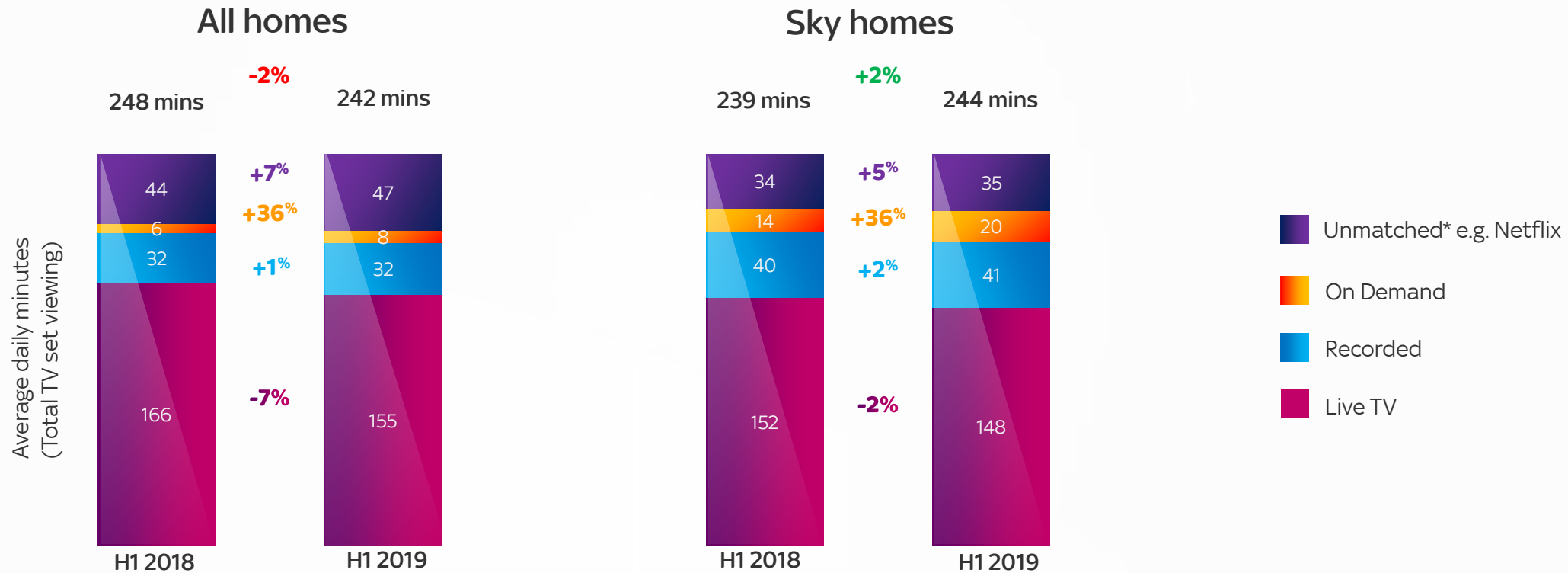


# Cross-Platform Reporting & CFlight

Lucy Bristowe



# TV viewing continues to evolve across platforms



\*Unmatched is the likes of Gaming (Xbox, PS4) and SVOD (Netflix, Amazon Prime)

Source: BARB / Jan-July

Unmatched viewing minutes including non broadcast via games consoles on a TV set / SVOD viewing not on a Sky Q box / OD included VOD app viewing via Sky Q



# Sport continues to deliver record live viewing

- ICC World Cup Final peaked at **3.4 million**, Sky's largest cricket audience on record
- Simulcast with Channel 4, hit **8.16 million**
- The Ashes' Third Test became Sky's highest ever audience for a Test match – **2.1 million** peak
- Sky Go – 241m live minutes, a record viewing week during final.



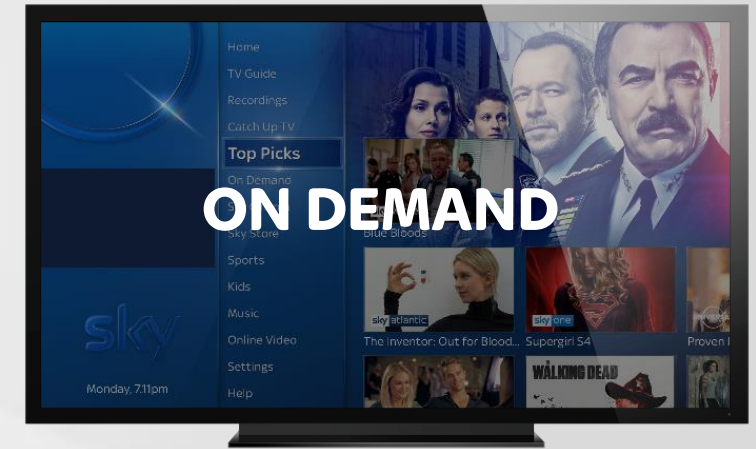


Emmy  
Award Winning  
TV

sky atlantic  
Chernobyl



# Our audience's journey to TV content is **changing**



LIVE  
TV

Roll your data  
for later  
Hello Possible

sky mobile

Roll your data  
for later  
Hello Possible

ON DEMAND  
TV

Roll your data  
for later  
Hello Possible

sky mobi

ON DEMAND  
SKY GO

Roll your data  
for later  
Hello Possible

sky

sky

LIVE  
SKY GO

sky TV



# Our Shared Vision

Unified campaign  
measurement for the  
premium video ecosystem  
across all screens,  
platforms and markets





# Sky's principles for CFlight

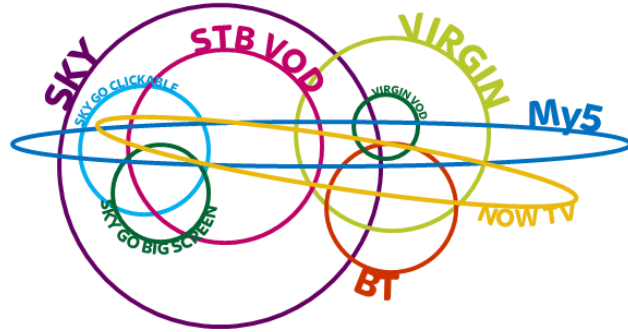
- Trusted data sources
- Independent verification
- Use industry sources for linear measurement to protect our core currency
- Open for industry collaboration



# Methodology uses best available measurement by platform

1

400 universe cross-overs are calculated



2

Reach and demographics calculated



3

Campaign reach by platform de-duplicated

<i>Universe Definition</i>	<i>Linear</i>	<i>Sky VoD</i>	<i>My 5</i>	<i>Now TV</i>	<i>Virgin VoD</i>	
Sky + Now TV + Uses STB VoD	67%	22%	n/a	11%	n/a	→ 78% 1+ cover



**BARB**



FreeWheel



# CFlight Reporting



Deliveroo takeaway delivery		sky MEDIA
Linear TV	173 eqv. TVRs over 31 days	01/03/19 to 31/03/19
Total VoD	39.5 eqv. TVRs over 89 days (£207,831)	01/02/19 to 30/04/19
<b>Audience Definition</b> ABC1 adults (29.4 mil. in the UK)		
<b>Incremental Reach</b> % of actual campaign exposures on VoD <b>+ 18.6 %</b>		
% increase in +1 reach due to VoD <b>+ 20.7 %</b>		Incremental cover points due to VoD <b>+ 7.3 pts</b>
<b>Linear TV</b> 30 sec. eqv. Impressions <b>26,234,700</b> Actual Raw Impressions <b>26,234,700</b> 1+ Individual Reach <b>35.1%</b> Average Frequency <b>2.54</b> <small>Linear impacts were delivered on Sky Media Channels Only</small>	<b>Total VoD</b> 30 sec. eqv. Impressions <b>5,988,407</b> Actual Raw Impressions <b>5,988,407</b> 1+ Individual Reach <b>13.9%</b> Average Frequency <b>1.47</b> <small>VoD Imps were delivered on Sky STB VoD, Sky Go, Now TV, My5 &amp; Virgin VoD</small>	<b>Combined</b> 30 sec. eqv. Exposures <b>32,223,107</b> Actual Raw Exposures <b>32,223,107</b> 1+ Individual Reach <b>42.4%</b> Average Frequency <b>2.58</b>

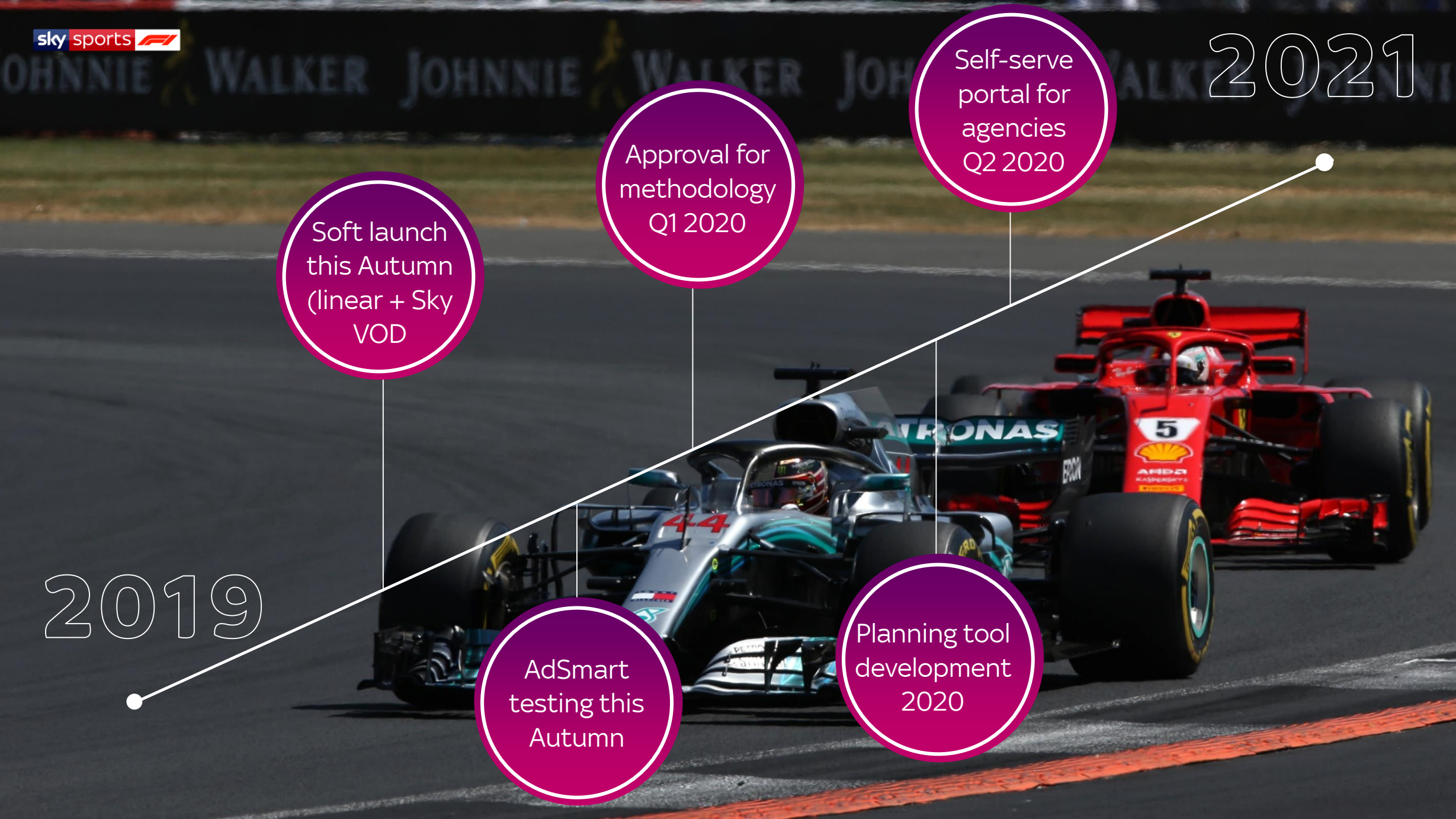
Soft launch  
this Autumn  
(linear + Sky  
VOD)

Approval for  
methodology  
Q1 2020

Self-serve  
portal for  
agencies  
Q2 2020

AdSmart  
testing this  
Autumn

Planning tool  
development  
2020





# Cross-Platform Reporting...

- TV landscape is evolving
- Behavioural change requires better cross-platform measurement
- CFlight can fill the measurement gap



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# Our Expert Panel

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Hosted by Paul Barrett





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**Submit your  
questions**

Join at

**slido.com**

**#Z553**

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# Our Expert's Example

Emma Morris



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**slido.com**  
**#Z553**





**Galaxy \$10+**



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**JUST.  
F\*CKING.  
SPEND.  
IT.**

Join at  
**slido.com**  
**#Z553**



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# Our Expert's Example

Sam Fowler



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**slido.com**  
**#Z553**

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## Plan for NOTICE not REACH

1. Don't be mean
2. Clearly define the role for comms
3. Showcase creativity

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**slido.com**

**#Z553**



ADVERT



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**Submit your  
questions**

Join at

**slido.com**

**#Z553**



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# Closing Thoughts

Paul Barrett



# Targeting & CFlight: Key Points

## Contextual Targeting:

1. Context works
2. TV offers an unparalleled context
3. Huge scope for contextual opportunities with Sky Media

## Audience Targeting:

4. Relevance increases
5. Wastage decreases
6. Improves response

## Cross-Platform Reporting:

7. TV landscape is evolving
8. Behavioural change requires better cross-platform measurement
9. CFlight can fill the measurement gap



Toy Story 4





Introducing  
**Sky Soundbox**

Reimagining sound for television.



slido

**Tell us what you would like us to  
STOP, START, CONTINUE**

Join at

**slido.com**

**#Z553**



Thank you!



sky | MEDIA

slido

**Tell us what you would like us to  
STOP, START, CONTINUE**

Join at

**slido.com**

**#Z553**



sky  TV