

INSPIRATION HUB  
THOUGHT-STARTERS – MAY 2020

# Why we produced this deck

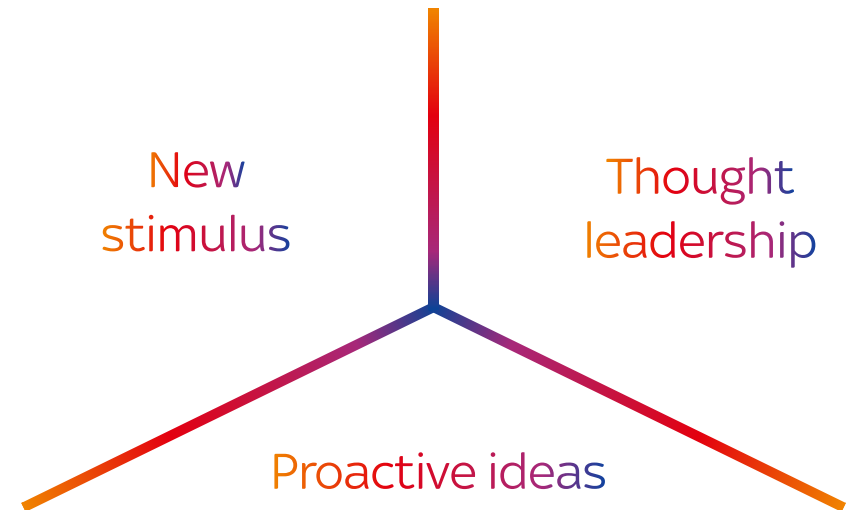
## A bank of fresh content, themes and ideas

Inspired by what's going on in media, marketing, culture and Sky

To inspire strategists, planners, client, partnership specialists and anyone looking for some marketing inspiration.

To provide stimulus and thought-starters around how you can work with us

This deck is a cut down version to give you a taste of what's possible for you brand. If you'd like to explore it in more detail, please contact us by [clicking here](#).





The growth of digital technology has been revolutionary in the behaviour of people and brands: more connected, more choice, more control; more accessible, more automated and more accountable.

Digital is dominating our lives. But too much of anything is never a good thing.

It's time for people and brands to reset. Here are our top tips on redressing the balance.

People now spend more time with digital than any other channel

+  
Connectivity,  
accessibility,  
control, choice

-  
Attention,  
addiction,  
isolation,  
self confidence

*Why do we  
need a digital  
reset?*

Digital now takes the largest share of media spend from brands

+  
Accessibility,  
automation,  
accountability

-  
Viewability  
Engagement  
Privacy  
Brand safety  
Short-termism



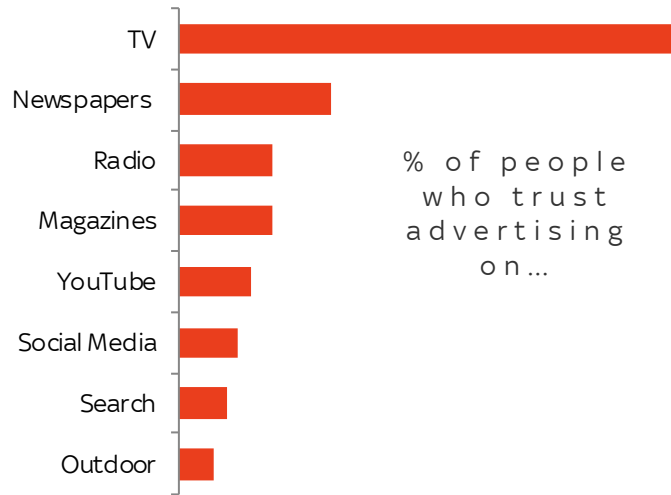
sky atlantic

Mrs. Foster

What can you do  
with Sky Media  
to **reset**  
**Digital spend?**



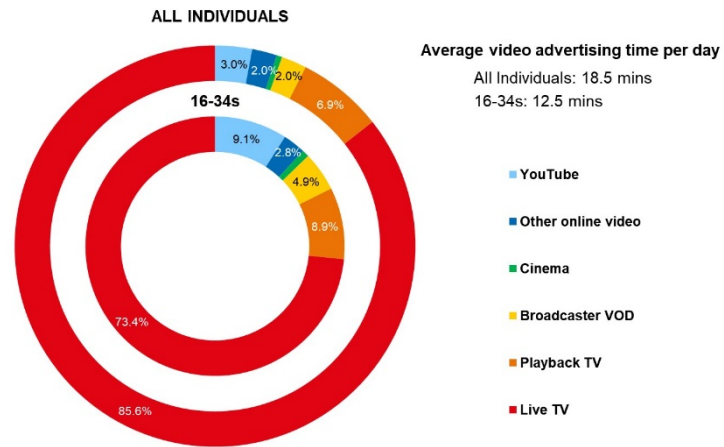
# Invest more in TV



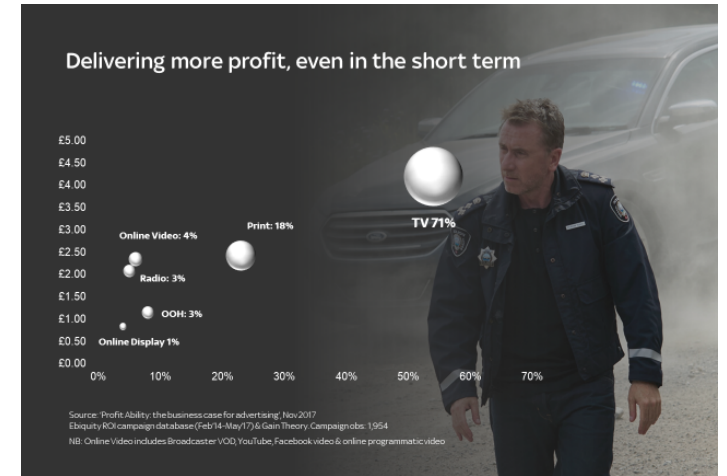
% of people who trust advertising on...

Build trust

Broadcast TV accounts for 69% of our video day, but 95% of our video advertising day



Target commercial video consumption not all video consumption



Consider effectiveness over efficiency

Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox, adults 15+  
 Question: 'In which, if any, of the following places are you most likely to find advertising that...'



# Reach people when they're switched on, not scrolling



Be in unmissable content across platforms

Q2

**The Third Day**

Hitmen  
Breeders  
Code 404  
Save Me 2  
Strikeback 8  
The Trip to Greece



Q3

**Gangs of London**

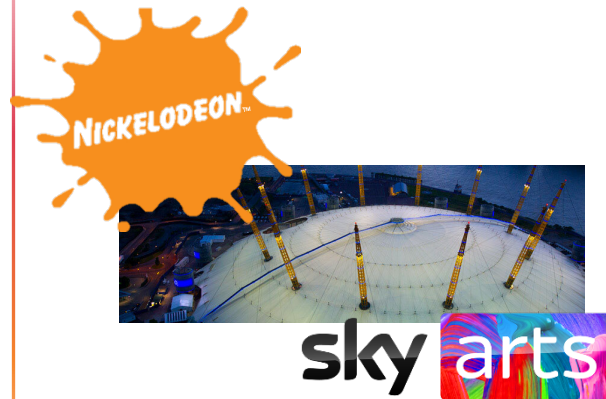
I hate Suzie  
Bulletproof 2  
Riveria 3  
Tin Star 3  
In the Long Run 3  
Brassic 2

Target binge viewing on demand of Sky stacked box sets

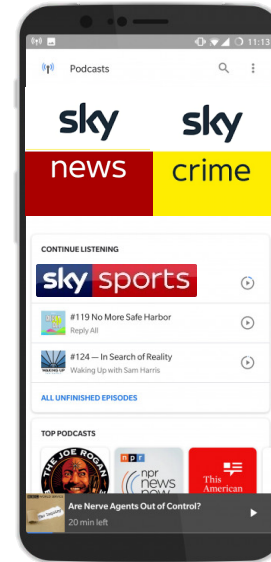
# Help people to switch off



Sky Broadband Buddy lets you manage each screen in your home from an app on your phone or tablet.



Partner with our brand or channel events or experiential spaces



Build podcasts around our programmes and channels for brands to sponsor



fitbit  
Create hacks or lessons in fitness, mindfulness, yoga that live on Sky on demand