

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

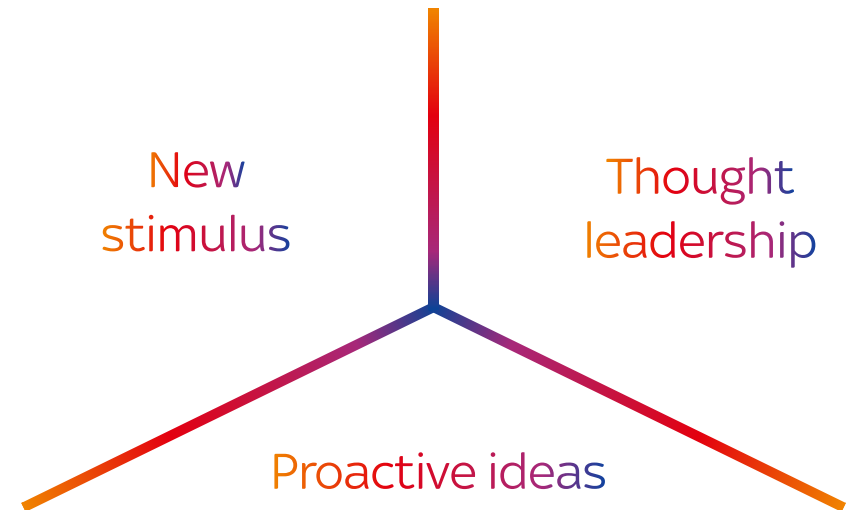
A bank of fresh content, themes and ideas

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](#).



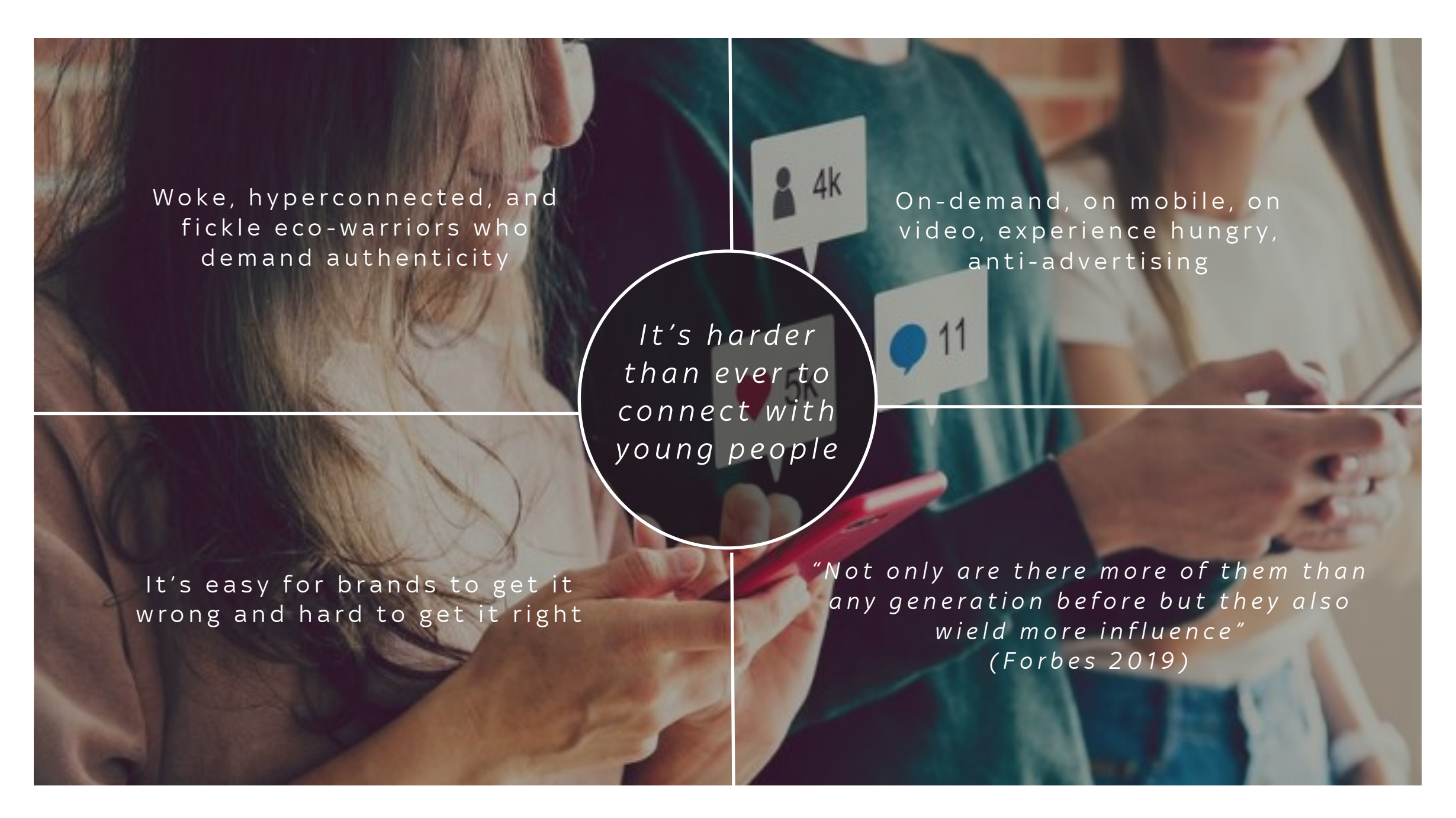


GENERATION NO
COMPROMISE

Global, powerful, self-sustaining and hyperconnected. If they don't like it, they'll change it, if it's not there they'll make it, if not right they'll reject it. They don't need you! They are a metaphoric generation that to outsiders are hard to understand and even harder to connect with.

But it's not all bad, they are in a discovery life stage, open to influence and trying new things. As their spending power grows, they are a key opportunity for brands.

Here are our top tips to help brands connect with them.



Woke, hyperconnected, and
fickle eco-warriors who
demand authenticity

On-demand, on mobile, on
video, experience hungry,
anti-advertising

*It's harder
than ever to
connect with
young people*

It's easy for brands to get it
wrong and hard to get it right

*"Not only are there more of them than
any generation before but they also
wield more influence"
(Forbes 2019)*



What can you
do with
Sky Media
to connect with
**Young
Adults?**

sky one

Brassic

Align with content we know they love

sky MEDIA Planning Report by Channel Group

Month	Channel Group	Total View				Conversion to All Households				
		All Households	High Value Purchase	Single-Medium Value Purchase	Low Value Purchase	High Value Purchase	Single-Medium Value Purchase	Low Value Purchase	Low Value Purchase	
Jan-17	TV1	35,239	26,647	29,382	30,454	36,095	110	100	100	100
Jan-17	Entertainment	20,261	19,051	20,762	21,827	20,796	96	104	91	101
Jan-17	UKTV	15,837	14,894	14,625	14,549	15,817	94	95	95	101
Jan-17	Sports	18,896	15,797	15,234	15,025	14,762	104	112	109	107
Jan-17	CA	12,292	12,796	14,416	13,667	13,461	104	117	121	118
Jan-17	FIVE	11,798	13,865	14,799	13,047	12,660	118	125	111	108
Jan-17	FIVE Digital	11,179	10,817	10,651	10,627	10,576	97	96	95	96
Jan-17	SKY ENTERTAINMENT	10,769	10,026	10,569	10,542	11,046	98	95	95	101
Jan-17	Other	8,697	10,795	9,811	9,715	8,125	113	113	112	92
Jan-17	CA Digital	8,621	8,161	9,376	9,142	9,198	95	109	106	111
Jan-17	Documentaries	8,295	7,688	7,676	8,113	7,492	92	92	92	90
Jan-17	Kids	6,716	7,017	6,652	6,396	7,314	104	120	124	111
Jan-17	News	4,500	4,728	3,957	4,310	4,802	96	89	89	96
Jan-17	News	2,288	2,251	2,946	2,715	2,037	99	89	87	93
Jan-17	Ethnic	1,799	2,654	1,312	1,993	1,304	102	75	110	69
Jan-17	FIVE Digital	1,713	1,708	1,365	1,599	1,425	100	99	101	83
Jan-17	RT	1,464	1,468	1,444	1,575	1,317	95	102	101	98
Jan-17	Lifestyle & Culture	1,202	925	1,075	1,116	1,110	77	89	93	101
Jan-17	Music	1,095	963	1,238	1,197	1,012	88	111	109	100
Jan-17	SKY	959	897	712	851	890	84	94	86	101
Jan-17	CA Music	392	328	415	413	383	84	106	105	99



Profile their viewing behaviour with our panel to find their passion points

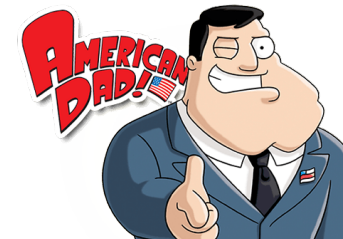
Comedy



Music



Reality TV



Animation

Find them on the platforms they follow



Box Sets and on demand content



100% brand safe
broadcaster content
on YouTube in sports
& entertainment
content



Social first content
with Sky associated
influencers

Create authentic content that aligns to Sky's purpose

PROTECT OUR PLANET



Campaigning style content partnership with Sky zero carbon or Ocean rescue

VOICES @ PRIDE



Get into the action of the Pride Weekend with MTV as we hear the a mix of festival goers' stories

DIVIDED WITH SKY NEWS



Sky News Divided Social first series exploring identity politics for a younger audience

CHANGE MAKERS



4 x mini docs which hero change-makers who have stood up for their individuality against the status quo and forged a path for others.

Offer them an experience to be part of

MTV LIVE



Gigs and festivals across the summer – opportunities for brand to partner, create content, be on the ground

FRIENDS FEST



A celebration of the timeless, cultural phenomenon that is Friend.

MTV PUSH



One of the most influential showcases for new music in the UK giving viewers all-access to the Next Big Thing

REALITY CON



The first Reality TV festival of its kind will be a three-day immersive event to celebrate the best of MTV UK's smash-hit reality TV shows