

INSPIRATION HUB  
THOUGHT-STARTERS – MAY 2020

# Why we produced this deck

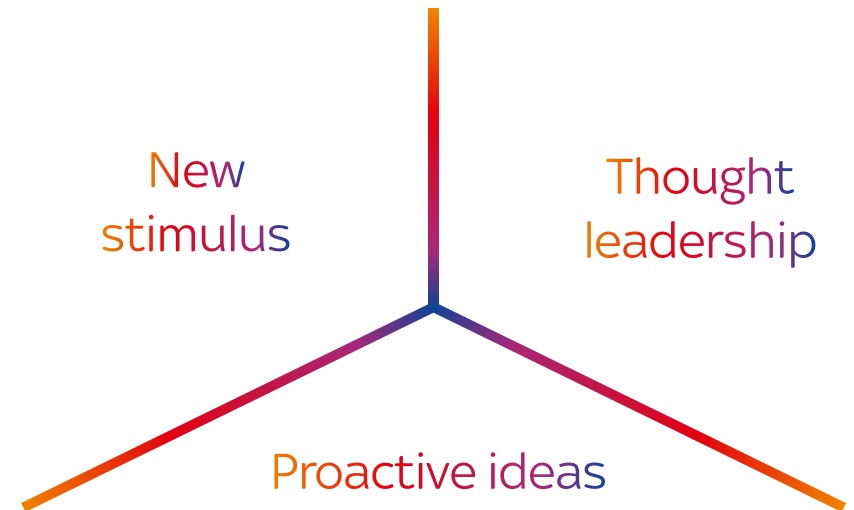
## A bank of fresh content, themes and ideas

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 advent of personalisation brought so much promise – the power to deliver the right message, to the right person, at the right time was the holy grail of marketing.

But smarter, more relevant marketing put people’s privacy at risk. Intrusiveness and misuse of data impacted trust; regulation and technology were introduced to enable people to block unwanted advertising, and take control of their data footprint.

But, we know more relevant advertising can work for people and brands. So what does ‘personal’ mean now, and how can Sky media help you get the balance between personalisation and privacy?

Personalisation was promised to be the holy grail of marketing

Making messages more relevant worked, but some took it way too far

*Is personal still possible?*

Regulation encouraged brands and people to actively consider how their data is used

But if people are overwhelmed by choice, can personalisation and privacy co-exist?



sky comedy

The Righteous Gemstones

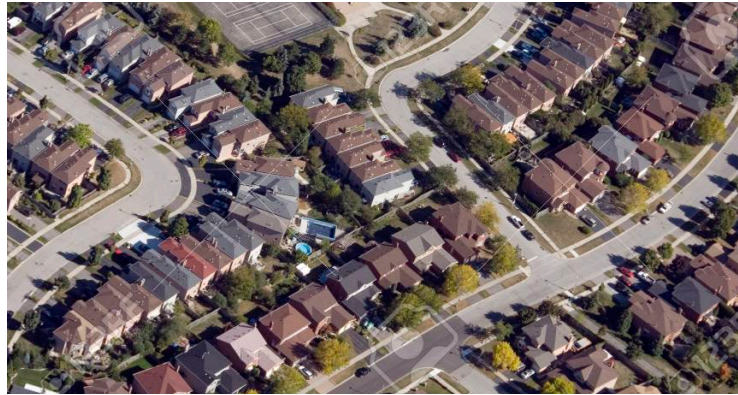


How can Sky Media  
help you get  
**Personal**  
without being  
intrusive?

# Addressability isn't personalisation



AdSmart targets households not individuals



We never build audience groups of less than 3,000



And we know our audience respond well to addressable advertising with **10%** higher ad recall and **7%** increase in purchase intent.

## Use Sky data in a human and non direct way



Use new mum data  
to share money  
saving content and  
not just nappies

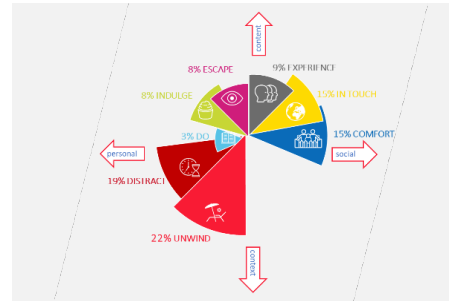


Home mover data to  
gift a first night  
takeaway



Use viewing data to  
celebrate with  
passionate fans rather  
than sell

# Target communities of interest and not individuals



By the content that they Love

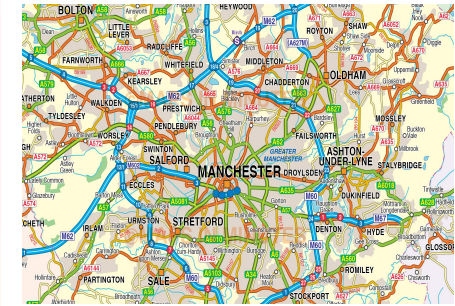
The mood they are in



The weather outside



The moments that we all share



The local area that they live