

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

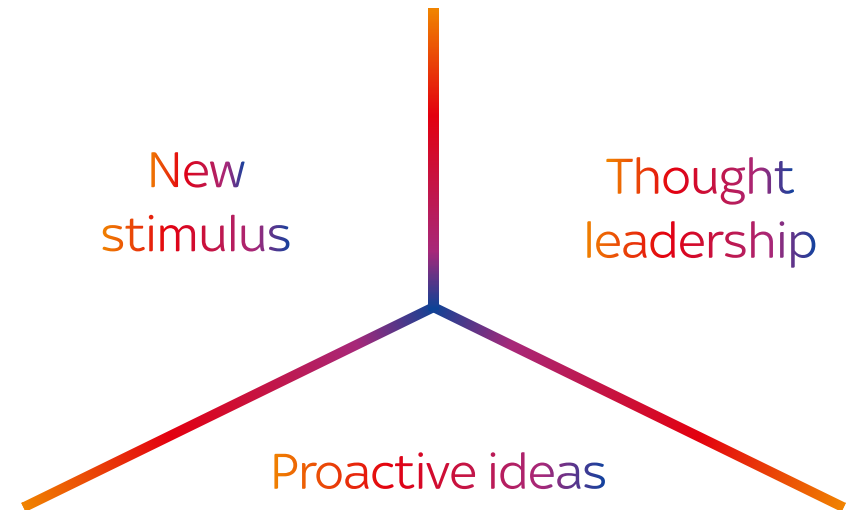
A bank of fresh content, themes and ideas

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](#).






Consumer attitudes have shifted from a throw-away society, to one more focused on sustainability, recycling, longevity of products and preserving our planet for future generations.

It is becoming cool to care, and people are switching brands based on their eco credentials - , saying, 'I'm not adding to the problem', or 'I'm doing my bit'.

So brands find themselves in a position where they have to catch up with the environmental expectations of modern-day consumers, but it's hard to fix overnight.

What can Sky Media do to help brands who are keen to be green?



With the globe in ecological crisis, sustainability is no longer a nice to have

People (especially Gen Z) are taking action and driving change through activism, behaviour and buying habits

*There's an
eco-expectation
gap*

Sustainability messaging is proven to drive growth for brands

But there are challenges - from 'green-washing' to tokenism, to rising costs



sky ocean
rescue

What can Sky Media
do to help brands
who are keen to be
green?

Sustainability is core to Sky's purpose

Sky was the FIRST global media company to be Carbon Free in 2006

SUP free by end 2020: So far we've saved c1.3mil plastic cups from going to landfill

We launched Sky Ocean Rescue in 2017 to highlight the threat to the Oceans

75% of the power supply used by Sky Central comes from solar panels



We're on the journey, and we want to bring everyone with us. Sky Zero will transform our business, advocate for change and inspire our 24 million customers to go zero.



Jeremy Darroch, CEO

Align with eco-ethical environments



Sky Nature:
May 2020 launch



National Geographic



Sky news

Collaborate with credible partners across relevant moments



Charities provide experience and credibility to support brands who want to make a difference



Identify key days across the year to launch your messaging



Create inspirational content

LIFE HACKS FOR GREENER LIVING



Series of inspirational lifestyle changes that everyone can benefit from making

A HELPING HAND



A larger business lends its expertise to help support smaller, local businesses to be more sustainable.

THIS OLD THING



The joy of clothes upcycling: talent-led show, mixing The Great British Sewing Bee and Dawn O'Porter's C4 vintage clothes show.

MINI ECO-WARRIORS



Work with Sky, POP, Nick Jr & Milkshake to create a campaign designed to get children leading a movement celebrating sustainable living

Give people the opportunity to get involved



Branded 'clean-up' teams at key events
e.g. Pride, the London Marathon, Ride
London, British Summer Time in Hyde
Park



Mobilise sky staff via sky cares to get
involved in your project for the
environment