

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

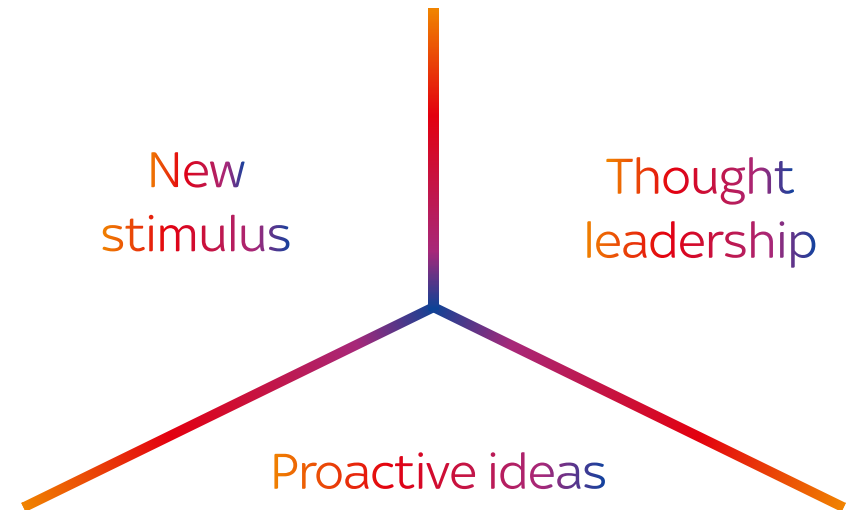
A bank of fresh content, themes and ideas

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](#).

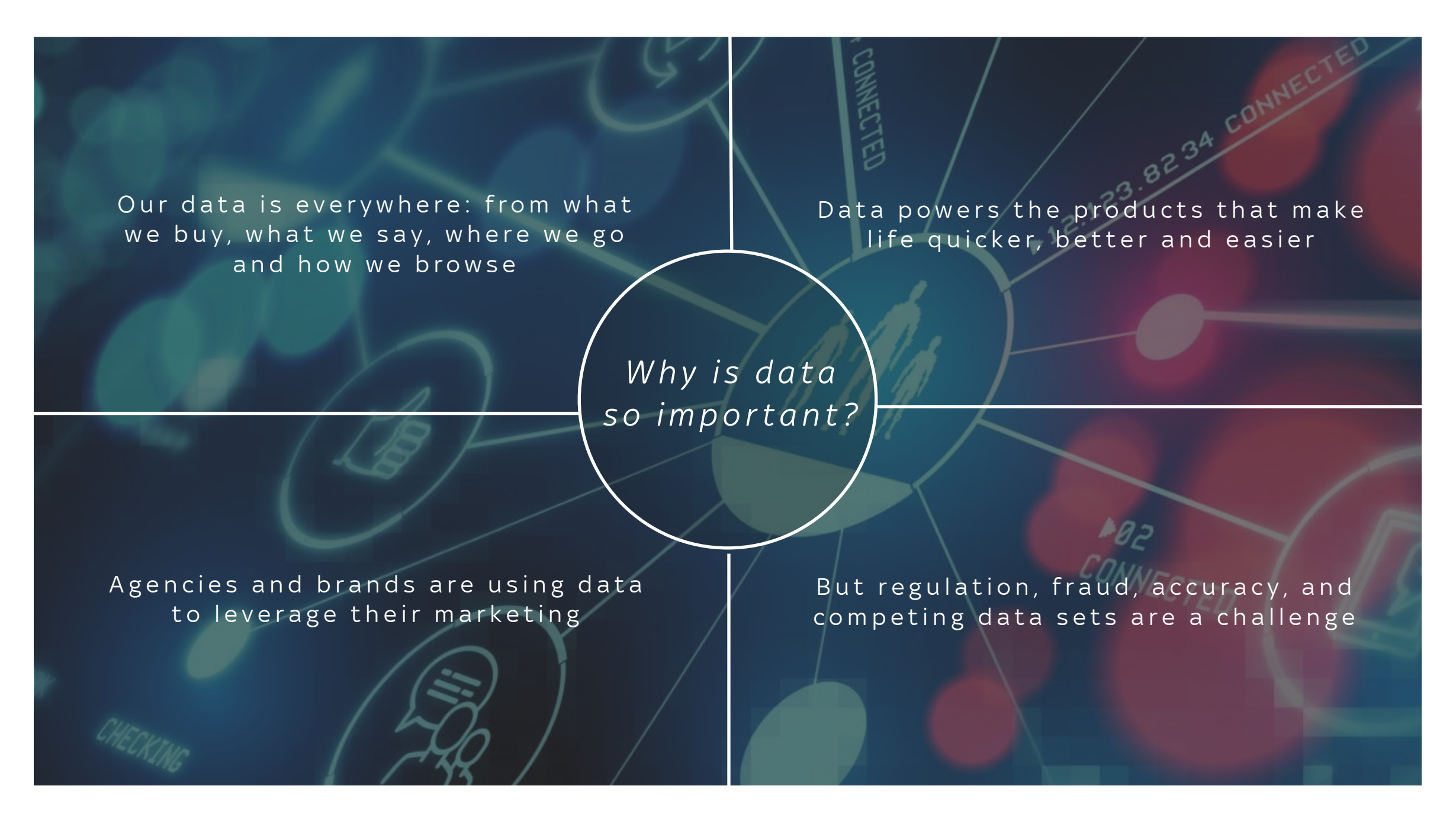




Whichever part of our industry you work in, you will almost certainly have come across a story about how “data” is changing the face of our world. It makes our lives better and easier when it’s used well and has huge potential to make marketing more effective. After all, it’s evidence of what people are watching, clicking on and buying.

But many of us feel we could be getting more value from the data we have. If only it was easier.

How can sky media help you mine your data, without it becoming a mine-field?



Our data is everywhere: from what we buy, what we say, where we go and how we browse

Data powers the products that make life quicker, better and easier

Why is data so important?

Agencies and brands are using data to leverage their marketing

But regulation, fraud, accuracy, and competing data sets are a challenge



How can Sky media
Help you to **mine**
your data
without
It becoming
a mine-field

sky one

Cobra

Build insights from your audience's viewing habits

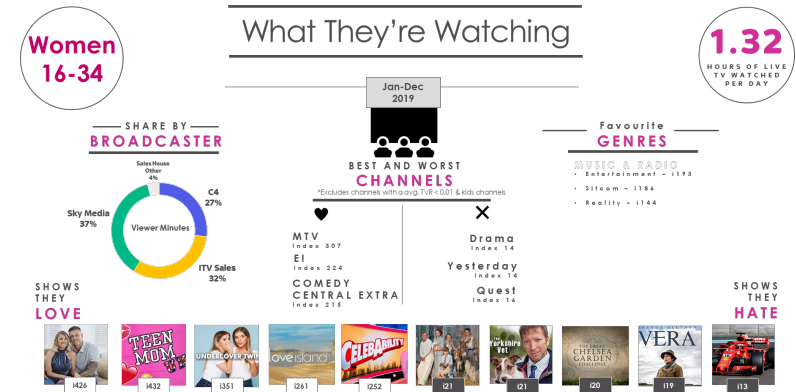
DEMOGRAPHIC PROFILING
CUSTOMER Segmentation
Lookalike MODELLING

Match your customer data set with our nat. rep. panel of 500,000 viewers

sky MEDIA Planning Report by Channel Group

Month	Channel Group	Total %				Conversion %				
		All Reachable	High Value Purchase	Multi-Medium Value Purchase	Single Medium Value Purchase	Low Value Purchase	High Value Purchase	Multi-Medium Value Purchase	Single Medium Value Purchase	Low Value Purchase
Jan-17	FY1	36,219	36,642	36,360	36,424	36,695	218	204	209	204
Jan-17	Entertainment	20,051	19,031	20,762	19,897	20,796	95	104	99	101
Jan-17	UKTV	15,317	14,994	14,625	14,549	15,917	94	95	95	103
Jan-17	Sports	13,696	15,707	15,524	15,095	14,762	114	111	109	107
Jan-17	S4	12,302	12,778	14,445	13,697	13,465	104	117	111	100
Jan-17	FIVE	11,768	13,865	14,709	13,047	12,660	118	115	111	108
Jan-17	TV Digital	11,179	10,817	10,651	10,627	10,576	97	95	95	96
Jan-17	SOY ENTERTAINMENT	10,761	10,025	10,589	10,542	10,498	93	98	98	101
Jan-17	Other	8,697	10,705	9,831	9,715	8,275	123	113	112	95
Jan-17	Documentaries	8,612	8,181	8,376	8,142	8,598	95	109	106	101
Jan-17	Kids	8,332	7,698	7,675	8,123	7,450	92	71	97	97
Jan-17	News	6,716	7,017	6,652	6,336	7,374	104	129	124	110
Jan-17	ITV	4,500	4,728	3,957	4,320	4,802	96	80	81	98
Jan-17	Movies	3,306	3,251	2,986	2,725	3,027	99	99	95	81
Jan-17	ITVlic	1,705	2,066	1,312	1,933	1,204	152	75	101	69
Jan-17	FIVE Digital	1,713	1,708	1,360	1,559	1,425	100	80	91	81
Jan-17	BT	1,454	1,348	1,444	1,373	1,323	95	102	111	81
Jan-17	Lifestyle & Culture	1,202	905	1,075	1,114	1,210	77	87	93	101
Jan-17	Music	1,095	961	1,238	1,197	1,032	88	111	109	106
Jan-17	SOY	908	807	732	851	966	84	74	88	101
Jan-17	S4 Music	392	338	415	411	383	84	106	100	91

Profile your audience's viewing behaviour

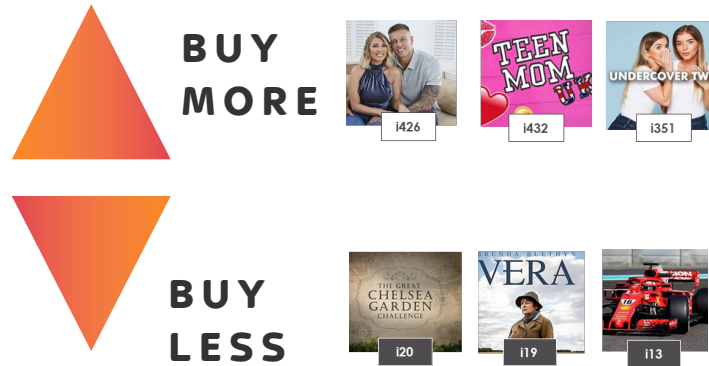


Find the highlights to inform creative, passion point areas and fuel relevant ideas

Make your TV plan work harder



Enrich your data set with other 3rd party data partners



Optimise your TV schedule to the best performing content, channels and dayparts

- 
- Fast cover build
 - Demo balancing
 - Light TV viewers
 - Viewing passion points
 - Geo hot-spots
 - Category buyers
 - In market shoppers
 - Highest responders

Target your TV plan to the most relevant audiences, from broad to narrow

Test, learn and refine

RIGHT AUDIENCE

sky MEDIA		TV Viewing Summary			
Aug-17	Panel	Scaled Audience	Scaled Impacts	TVRs (Equivalents)	vs All HHs
All Households	495,100	8,737,560	15,321,779,916	175,355	
High Value Purchases	1,632	33,246	59,869,895	180,082	103
Multiple Medium Value Purchases	4,380	85,727	158,506,047	184,897	105
Single Medium Value Purchases	7,593	141,745	260,757,092	183,962	105
Low Value Purchases	3,014	54,730	98,922,109	180,746	103

Who was exposed to the campaign and who responded?

RIGHT MESSAGE



Which products, creative vehicles or messages worked the hardest for brand or performance metrics?

RIGHT CONTEXT



Which programmes, dayparts, days or months drove the greatest effect?

Data driven TV works

“This project has been a huge success. The work we undertook has radically enhanced our targeting ability and now we understand how to reach our customer better than ever”.

Nikki Brown, Head of Media & Brand at Argos



Incremental value



YOY increase in effective targeting



Average Shopper Value