

INSPIRATION HUB  
THOUGHT-STARTERS – MAY 2020

# Why we produced this deck

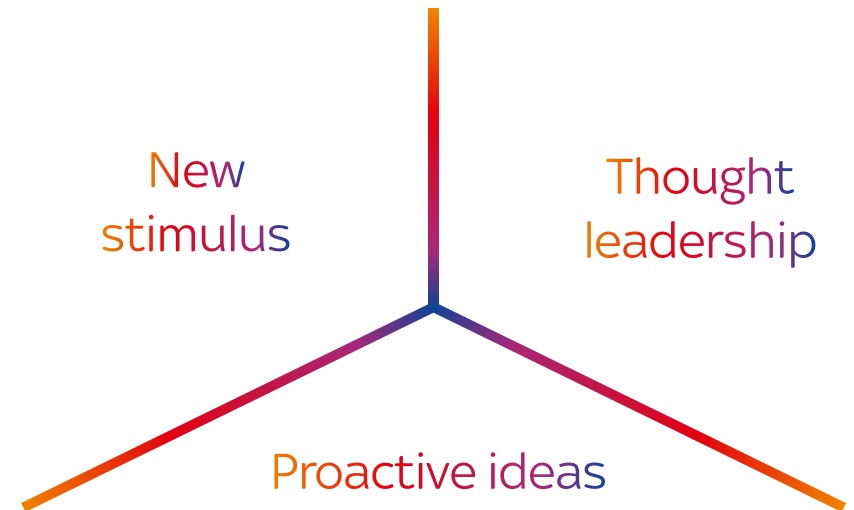
## A bank of fresh content, themes and ideas

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](#).






Our physical and mental wellbeing are under a lot of pressure: always on; with less quality time and more superficial relationships, not to mention the impact of what's happening in the wider world.

But things are not all bad. There is momentum for positive change: flexible working; meditation; screen time awareness; accessible fitness and changing diets.

TV already provides people with a space to switch off and spend time together, and there are lots of opportunities for brands to partner with Sky Media to help people feel good.



We are all under a lot of pressure from our own behaviour, as well as the wider world

The UK is less happy than most other nations

*Why don't we feel good?*

There is momentum to improve our mental health from digital detoxing, flexible working, decluttering and exercise

Charities, health organisations & brands are offering support to drive positive change



sky sports



What can you  
do with  
Sky Media  
to spark the  
**FEEL GOOD**  
Factor?

# Align with content which makes people feel good



Align with feel good shows and channels

Create strands which promote positivity

## Create feel good ad breaks



Be part of a collection of feel good brands in special 'Sky presents' ad break



Target moments to make people feel better: Sunday evening & Monday morning blues, rainy days, mental health awareness week



Or moments to amplify positive sentiment: Friday nights, Easter, Christmas

# Identify and target at risk audiences with supportive content



TIME POOR, STRESSED,  
DISSATISFIED



ADDICTED TO TECH



# Create branded content to make people feel good

## RISE & SHINE



Morning yoga, fitness videos and healthy living hacks with talent from sky sports

## GET POSITIVE

9 POWERFUL TED TALKS TO BOOST YOUR SELF CONFIDENCE



Ted talks, meditation and inspirational stories to help reduce stress and improve people's confidence

## FEEL GOOD FRIDAYS



Commercial partnerships with content & product offers to encourage households to spend time together