

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

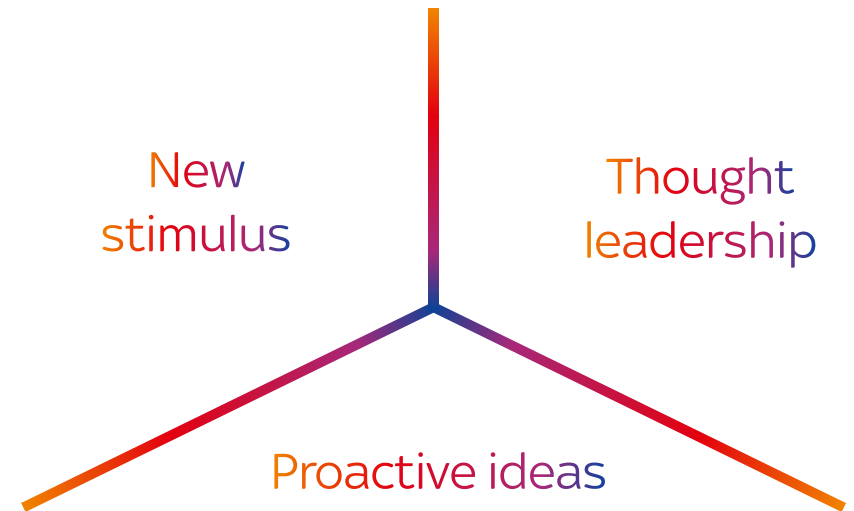
A bank of fresh content, themes and ideas

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 way we shop today has changed dramatically since the advent of the online retail, the evolution of a more savvy shopper and the ongoing shifts in our retail landscape.

So what does it take for retail brands to stand out from the crowd? As traditional competitive advantages are eroded, retailers need to rethink their behaviours and retail through multiple channels as well as change when and how they talk to customers.

So how can Sky help retail brands maximise the sales opportunity across different platforms and moments throughout the year?



Going shopping is evolving to graze shopping - 24/7, online and instantaneous

Price continues to be paramount, with savvy shopping embedded in to the nation's psyche

How has shopping changed?

There are moments across the year that give people reasons to spend more - from seasonal, to sporting, to cultural

But in an ever-smaller shopping window, there's little time to make an impact

How can Sky Media
help you maximise
Retail
platforms
& moments?

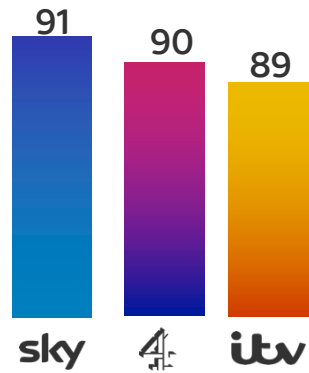
sky cinema

Ready Player One



Build reach fast across channels, content and platforms

Average Adult
monthly reach



Cost efficient reach



High reach content

AD|SMART
from sky

Fast cover build



Binge viewing of
stacked box-sets

Align your brand with relevant content



Pride



Black History month



Summer festivals



Summer holidays



Back to school

Create dynamic templates to drive urgency



Switch up your local message with post code targeted messages in key battlegrounds when competitors discount



Locally targeted dynamic TVCs that let our viewers know when their local supermarket gets a fresh delivery



Data targeted dynamic TVCs that showcase daily offers

Shortcut the purchase journey



Shoppable QR codes
on screen



Teleshopping



Digital retargeting
to link through to
purchase