

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

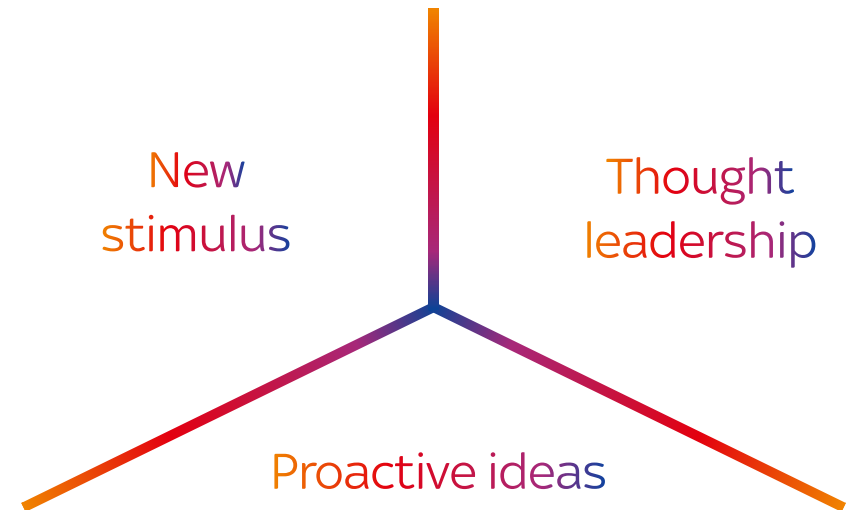
A bank of fresh content, themes and ideas

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](#).





Fake News, reality TV and the rise of social media have all contributed to audiences questioning what content they can trust.

Brands are challenging the validity of influencer follower numbers, whilst scandals involving lack of care to TV show participants have left consumers, demanding that media platforms sweep away the gloss and engage with them on an authentic level.

So, what can broadcasters and brands do in order to prove their credentials as transparent, people-focused entities?

We explore how brands can drive conversation around honest, human topics and be a reliable voice amongst a sea of meretricious content.

Consumers are experiencing the negative mental effects of a "filtered reality"

This results in an erosion in trust for social media platforms, particularly vs TV

Can we trust anyone?

People prefer to consume content and brands where trust and realness are celebrated

Brands are striving to be 'real' but true authenticity is hard to achieve



How can Sky Media
help you find
an unfiltered,
trusted voice?

Align with trusted, editorial content and initiatives



Dedicated to inclusion on and off-screen - LGBT+, BAME



RTS News Channel of the Year 2019



Sky Documentaries:
May 2020 launch



Commitment to diverse and relatable talent and situations

Build on existing editorial shows



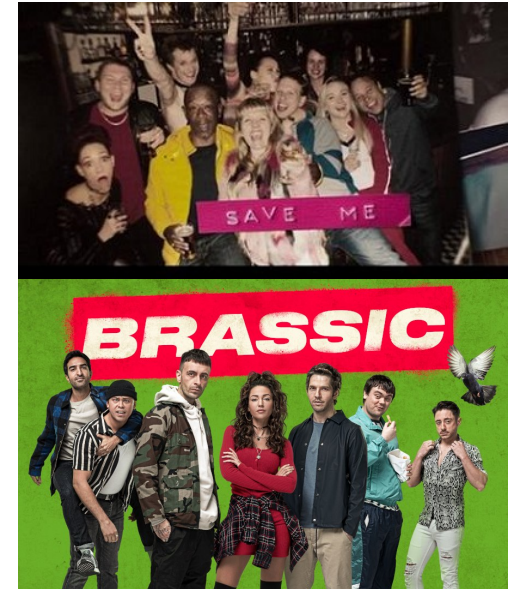
Sky news fearless debate show with no chair & 24 Hour Live behind the scenes



Documentary series that takes a look at the inspirations behind some true-life dramas



E! take an unfiltered comedic look at first dates



Semi-autobiographical dramas written by the talent

Create branded content to boldly question the status quo

WORD UP



Use a single word which has been trending on the News to spark a free debate amongst different people & points of view

UNITED AGAINST FAKE NEWS



Show all sides to the story with Sky News and competitor news outlets

WHAT NO-ONE TOLD ME ABOUT



Honest documentaries on topics we try to whitewash such as moving country, getting a new job, having kids

BARE FACED TRUTH



Celebrate this date with a stunt across our network showing Sky talent without their makeup

Invite the audience to be part of the content

YOUR SIDE OF THE STORY



Get the 'other side' of a discussion via an alternative subtitle function

UNCONSCIOUS BIAS



Identical podcast and video debate series with voting to confront unconscious bias around how people look

NO LIMITS



Debate where the audience send in anonymous questions which they consider shocking for an honest answer

THE RUMOUR MILL



E! News: How quickly can we spread a 'fake' news story?