

INSPIRATION HUB
THOUGHT-STARTERS – MAY 2020

Why we produced this deck

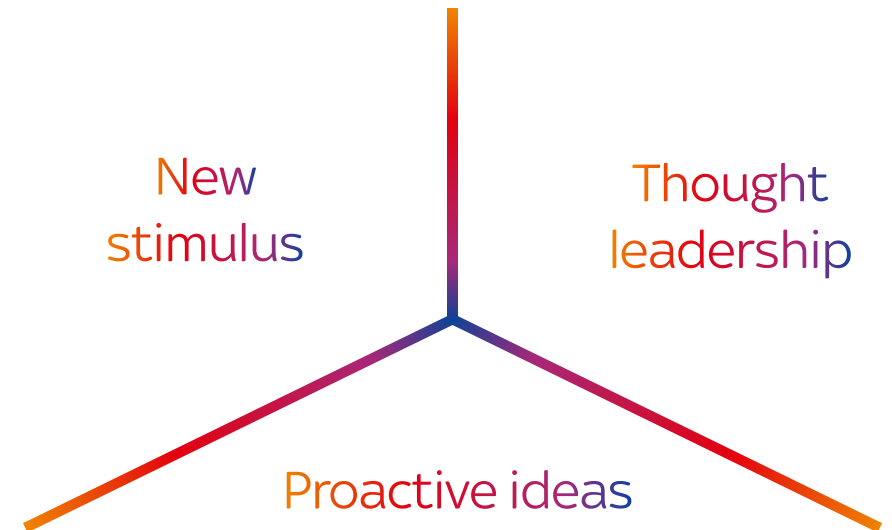
A bank of fresh content, themes and ideas

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](#)**.





As the pandemic becomes a worldwide issue, our health, society and the economy become our focus.

When we emerge from this, some companies won't exist, consumer confidence will need rebuilding and recession behaviours could be a feature in certain parts of society.

But, brands can still play a part in people's lives, they are being increasingly relied upon to help support people's wellbeing.

How can Sky Media help brands maintain their presence and respond quickly when safe to do so?

How a phased marketing plan might look

Phase one: State of Emergency

Demonstrate citizenship and maintain a constant brand presence with authentic messaging.

Phase two: Recovery Phase

More optimism with a focus on customer needs, get audiences ready for re-acceleration with a mass reach campaign.

Phase three: A New Reality?

Secure relevance around what the world will look like? Consumer behaviour may be different for a few years.

PHASE ONE



There are lots more reasons why brands don't want to advertise – supply chains have been decimated or businesses can't cope with over-demand; advertising is linked to big events that have been cancelled or postponed; the tone of voice or visual references in the ad are unsympathetic to what the nation is going through.

Brands who can advertise, should advertise. Whether to keep a shade of normality in our living rooms; to share how they are providing financial or practical support to the crisis; or to provide emotional support or levity for their customers at such a depressing, and unsettling time.

INCOME & UNEMPLOYMENT

7 in 10 say their household income has already been affected or will be affected by the pandemic.

CHANGING BRAND EXPECTATIONS

77% of people believe that brands should talk about how they could be helpful in the new everyday life

Where are we now?

VIRTUAL CONNECTIVITY

Facebook groups calls have increased 1000% since the start of the pandemic

WATCHING MORE TV GENERALLY

Sky Media share of commercial impacts now **35.5%**

How brands are responding



BEING SUPPORTIVE
by offering rooms/cabins
as additional hospital
space



BEING USEFUL
Creating products
that support the
global effort



BEING ENTERTAINING
while supporting
government advice



BEING ADAPTABLE
Making new creative
that's appropriate to our
current situation

State of Emergency thought starters

sky comedy



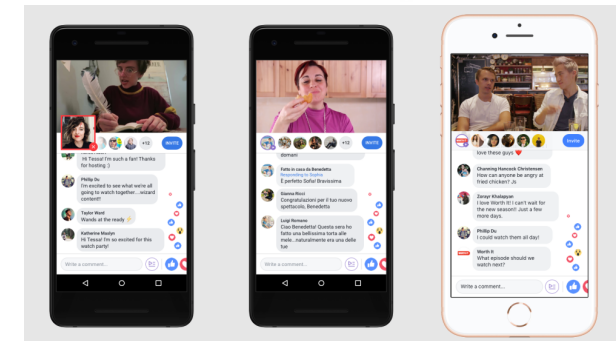
sky sports

Boost positivity with feel good content

sky | ADSMART



Be agile and respond to changing consumer needs and plan around the changes in viewing behaviour



Utilise new ways of connecting and bring people together

PHASE TWO

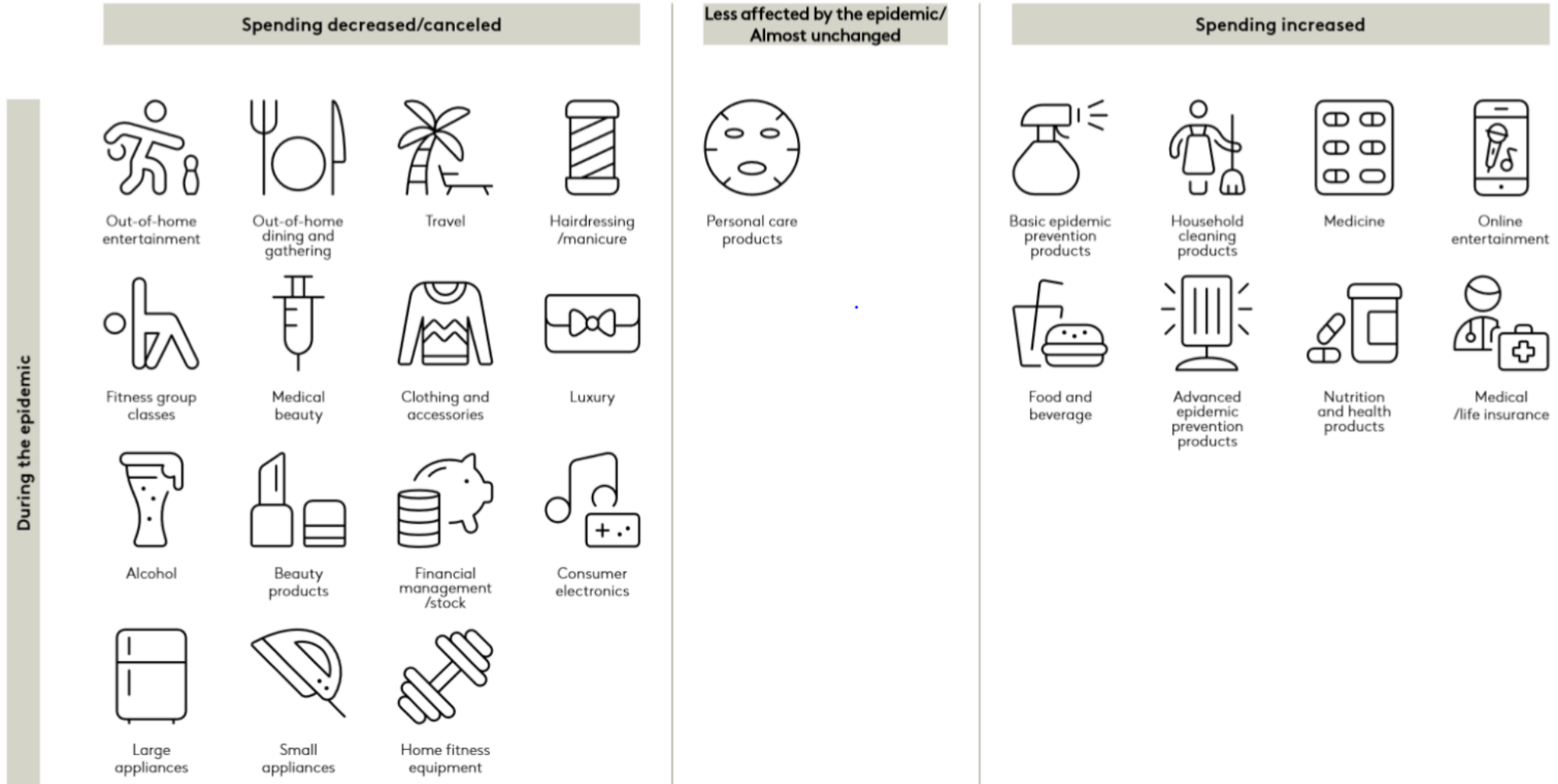


We know that the lockdown will end eventually, but what will happen when we are let out?

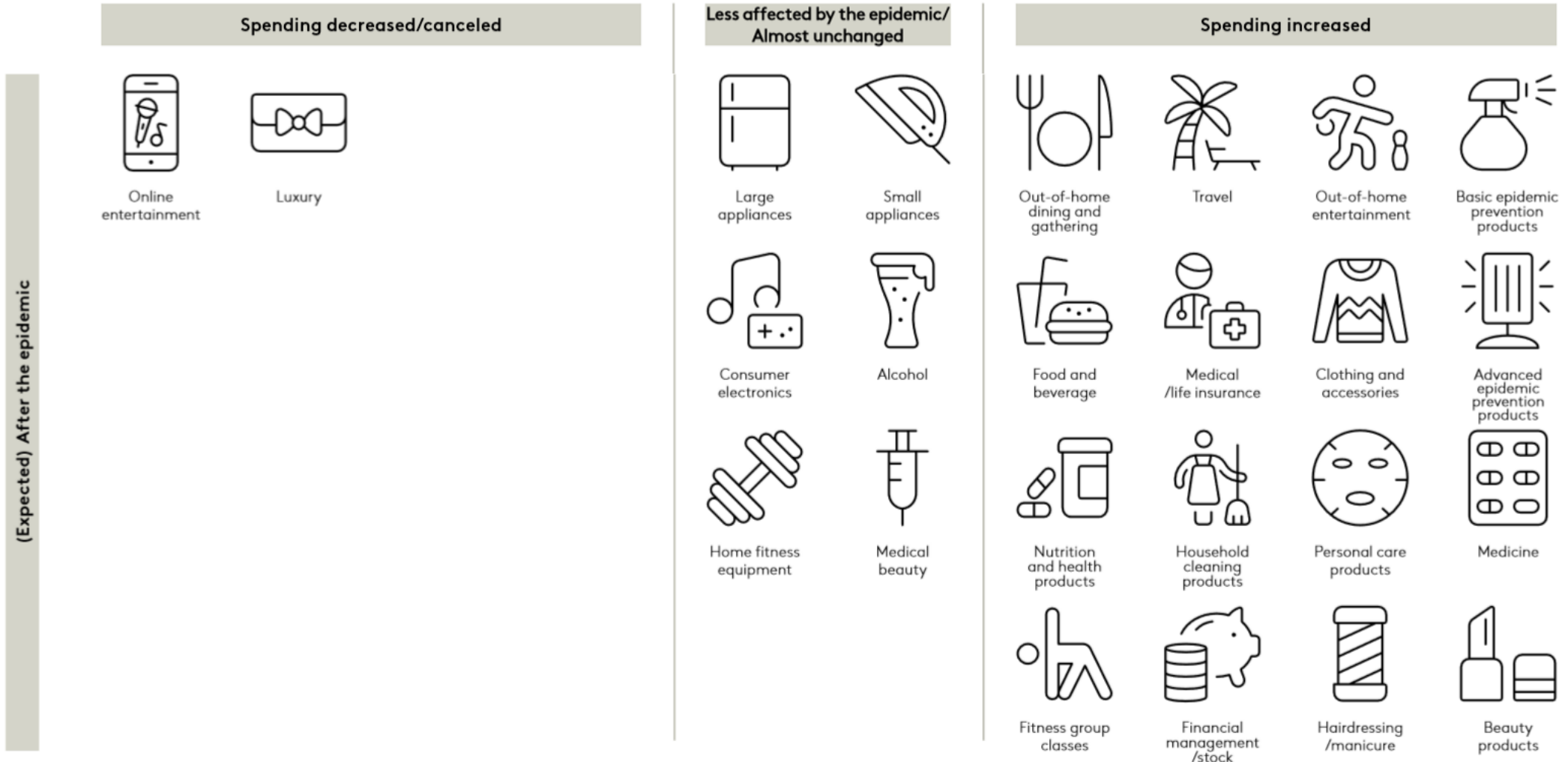
When the gyms, shops and pubs are open again, and when sport, festivals and concerts are back on? There are many unknowns, but we can look to China for some initial insight.

When we do start to see the horizon coming, people will start to make plans, and brands should start making plans too. How can your brand be relevant to people, as life somewhat returns to normality? How will you celebrate with people, or support them as they find their way again?

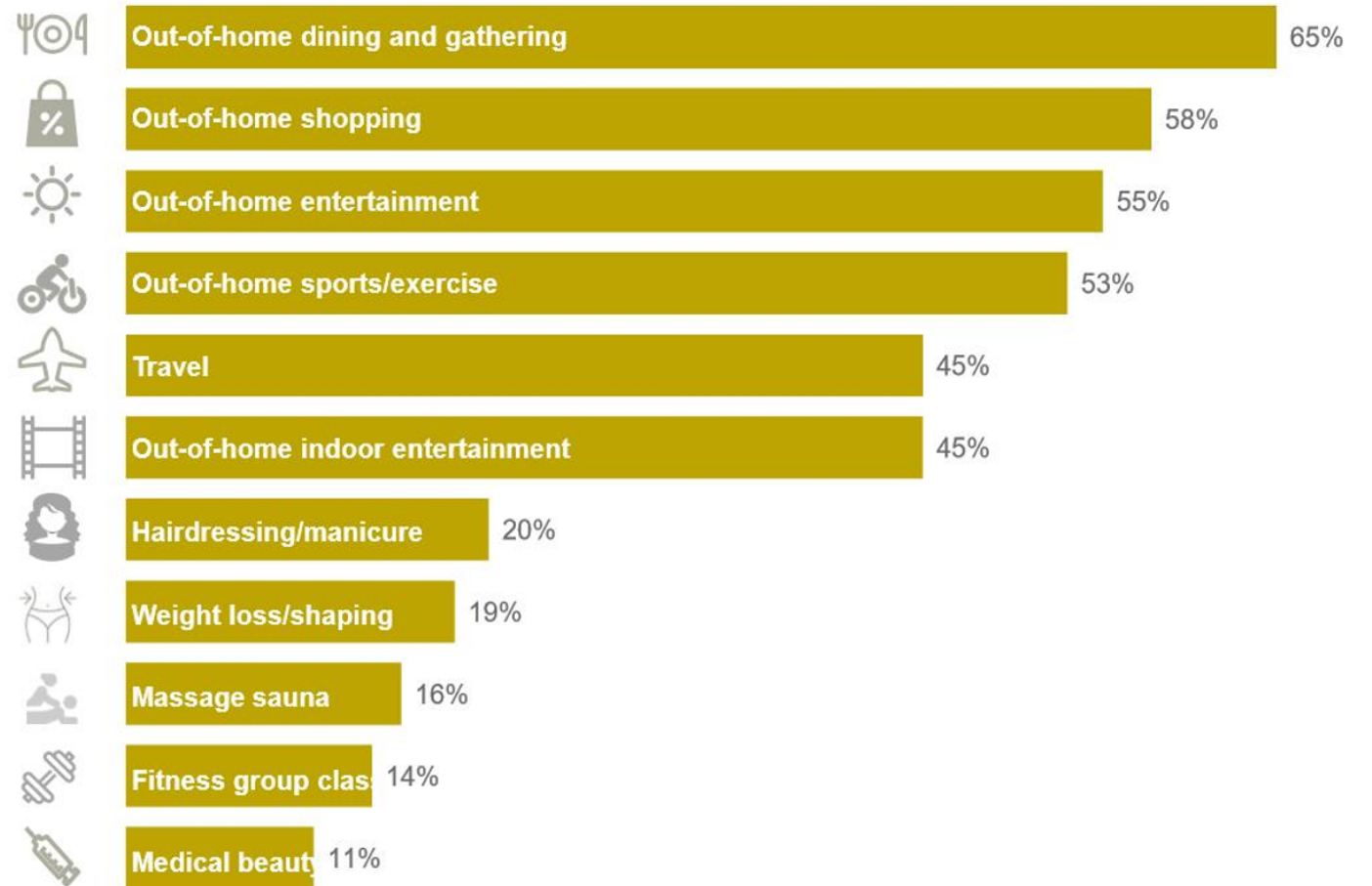
The impact on certain sectors was profound during the pandemic



But after the pandemic, there is huge potential for rebound



Everyone is looking forward to 'returning' to the new normal



Recovery Phase

sky MEDIA Planning Report by Channel Group

Month	Channel Group	Total Spots				Composition of All Bookings				
		All Bookings	High Value Bookings	Multiple Median Value Bookings	Single Median Value Bookings	Low Value Bookings	Multiple Median Value Bookings	Single Median Value Bookings	Low Value Bookings	
Jan-17	TNT	25,223	18,812	28,303	28,414	26,175	222	123	128	124
Jan-17	Discovery Home	20,263	15,883	20,762	20,817	20,798	24	24	24	24
Jan-17	ESPN	23,217	14,284	14,425	14,345	23,217	24	24	24	24
Jan-17	Sports	13,826	15,757	15,218	15,213	14,710	224	224	224	227
Jan-17	FX	12,282	12,728	14,414	14,887	14,485	228	227	227	228
Jan-17	FX2	15,758	13,885	14,729	14,917	15,010	128	125	125	128
Jan-17	FX Digital	11,219	10,817	10,813	10,817	10,813	87	85	85	86
Jan-17	FX ENTERTAINMENT	10,743	10,225	10,269	10,242	10,246	82	82	82	82
Jan-17	FX3	8,817	10,275	7,413	7,711	8,475	123	123	123	123
Jan-17	FX Digital	6,421	6,241	9,215	9,242	9,248	71	70	70	71
Jan-17	FX3 Entertainment	6,251	7,289	7,413	8,113	8,480	52	52	52	52
Jan-17	FX3	6,716	7,217	8,812	8,338	8,374	128	128	128	128
Jan-17	FX3	4,283	4,288	4,287	4,283	4,283	24	24	24	24
Jan-17	FX3	3,288	3,211	2,862	2,715	3,017	24	24	24	24
Jan-17	FX3	1,288	2,888	1,188	1,188	1,288	24	24	24	24
Jan-17	FX3 Digital	1,711	1,788	1,788	1,788	1,788	24	24	24	24
Jan-17	FX3	1,464	1,468	1,468	1,471	1,471	24	24	24	24
Jan-17	FX3 Digital & Culture	1,282	812	1,271	1,188	1,211	24	24	24	24
Jan-17	FX3	1,085	883	1,218	1,217	1,217	24	24	24	24
Jan-17	FX3	887	887	712	882	882	24	24	24	24
Jan-17	FX3 Music	282	228	421	421	381	24	24	24	24

Use data to identify lapsed audiences with pent up spends



Build fast reach against our content and platforms



Tap into what we have missed but keep the good things going

PHASE THREE



A New
Reality

'Unpresented' is a phrase that we are hearing throughout this crisis and it's probably the one thing all commentators can agree on.

It is very difficult to predict what the world will look like after the pandemic but we know almost for certain that consumer spending power will be reduced and economic growth will contract.

But it's important to remember that human behaviour rarely changes fundamentally.

"I very frequently get the question: 'What's going to change in the next 10 years?' And that is a very interesting question; it's a very common one. I almost never get the question: 'What's not going to change in the next 10 years?' And I submit to you that that second question is actually the more important of the two -- because you can build a business strategy around the things that are stable in time"

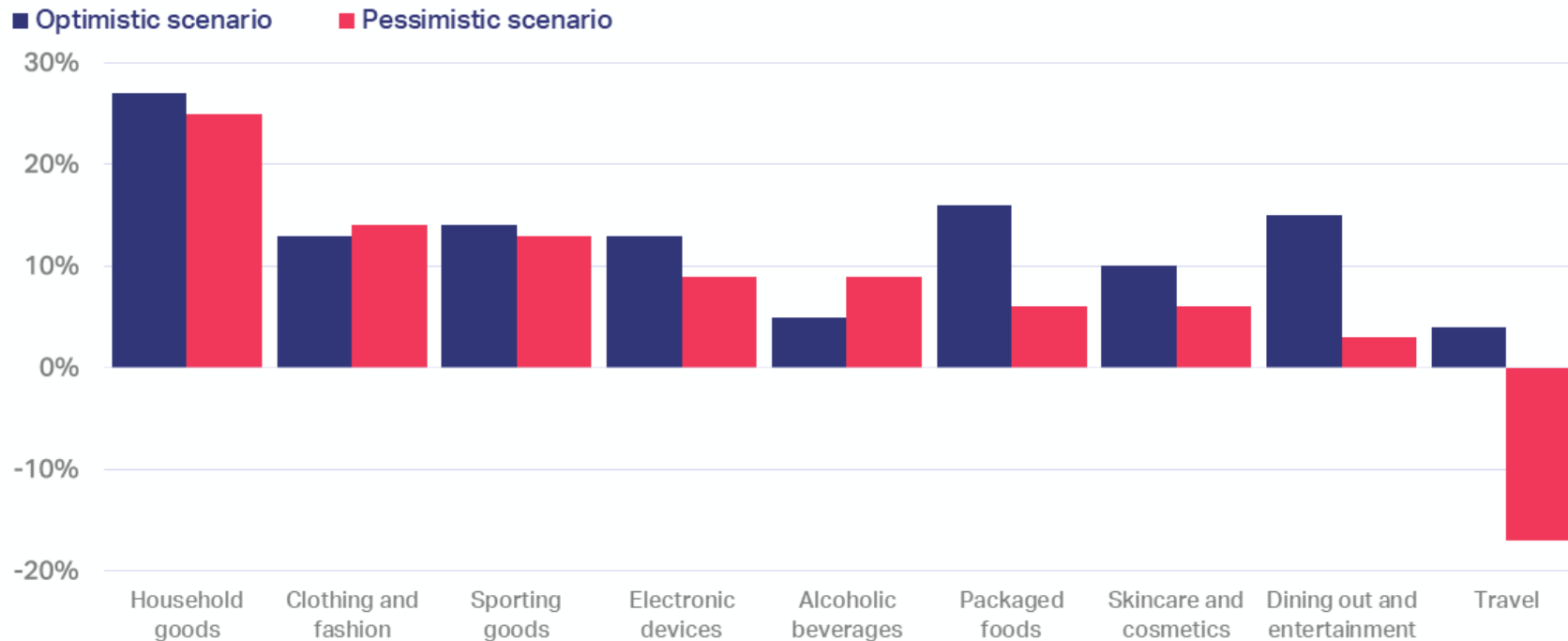
Jeff Bezos

Consumers are more likely to cut back on luxuries, entertainment and leisure activities,

China and COVID-19, Consumer demand

WARC[^]Data

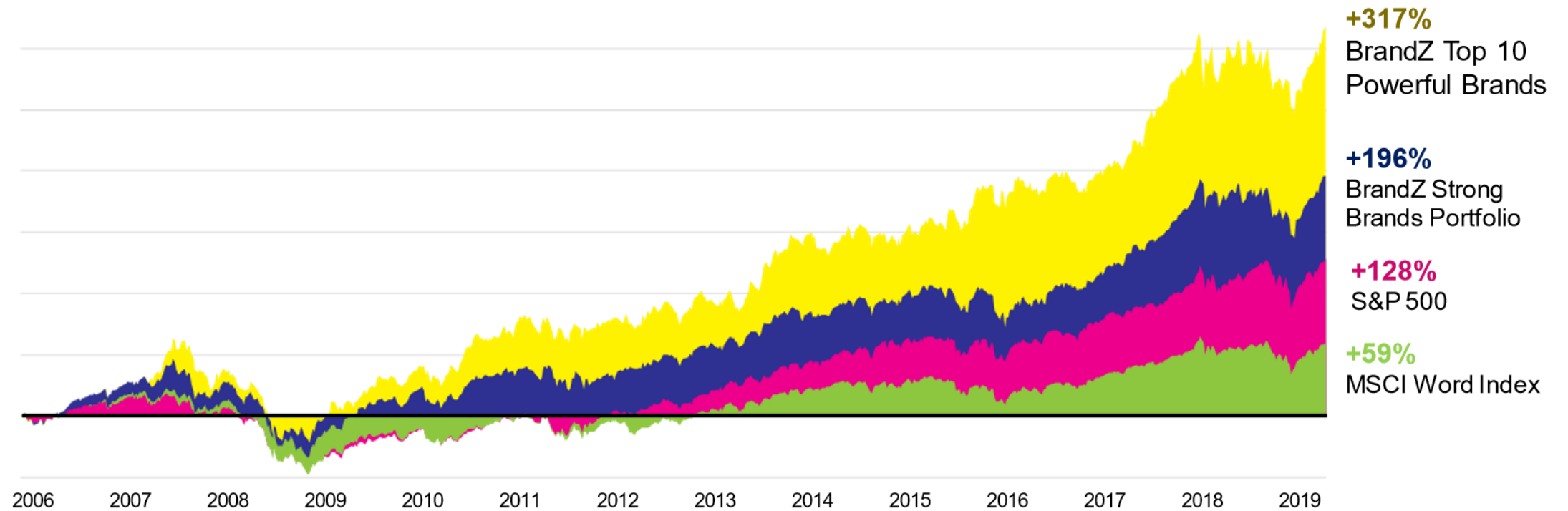
Year-on-year % change in spend for next three months



Note: Based on survey of consumers in Beijing, Shanghai and Guangzhou under different outbreak scenarios (n=900), weighted for age and gender, Feb-2020.
Question: What is the change in your budget for spending on these consumer product categories for the next 3 months compared to the same period last year?

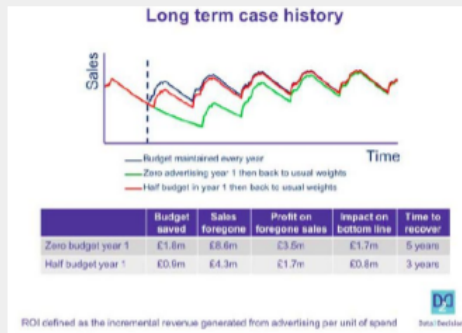
SOURCE › Re-Hub and Zectr, *Consumers in Crisis: Understanding the Effect of the Coronavirus on China Consumers*

We've seen before that strong brands recovered NINE TIMES faster following the financial crisis of 2008

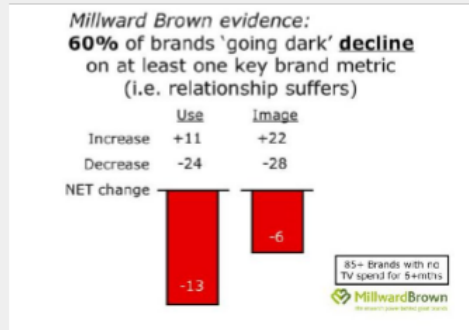


Brands that protect budgets & spend on the right parts win

Brands that cut advertising budgets most aggressively took 5 years to recover

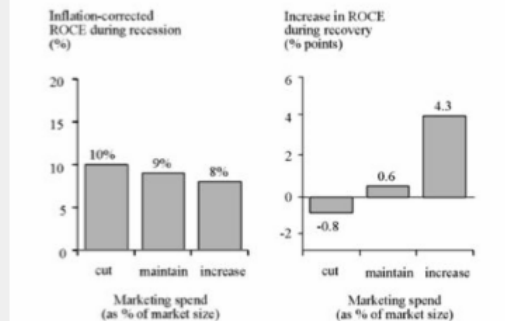


Brands that go dark during recessions suffer significant brand metrics declines



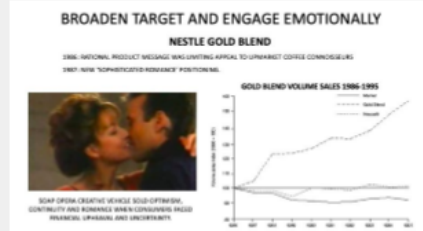
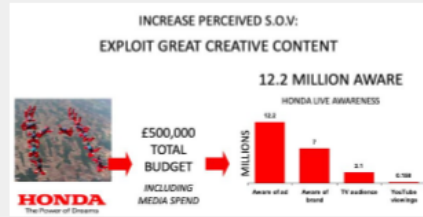
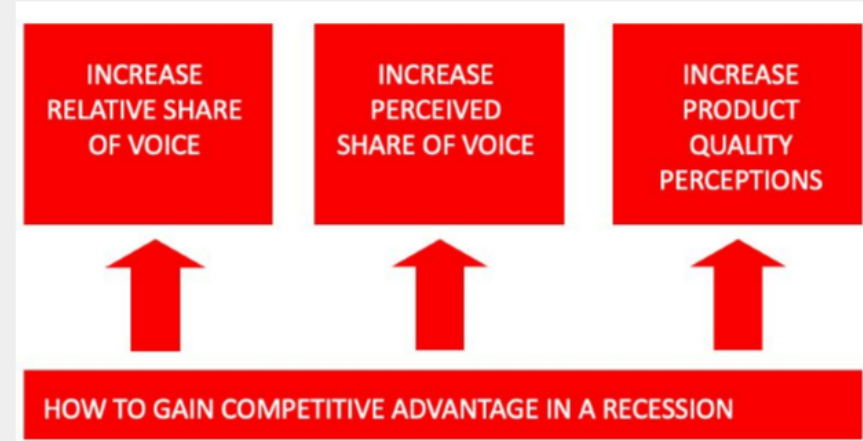
Reductions in marketing spend create short-term returns but significant long-term loss

FIGURE 2: MARKETING SPEND AND ROCE DURING RECESSION AND RECOVERY



ROCE = return on capital employed

Sources: MillwardBrown, Data2Decisions, Butterfield

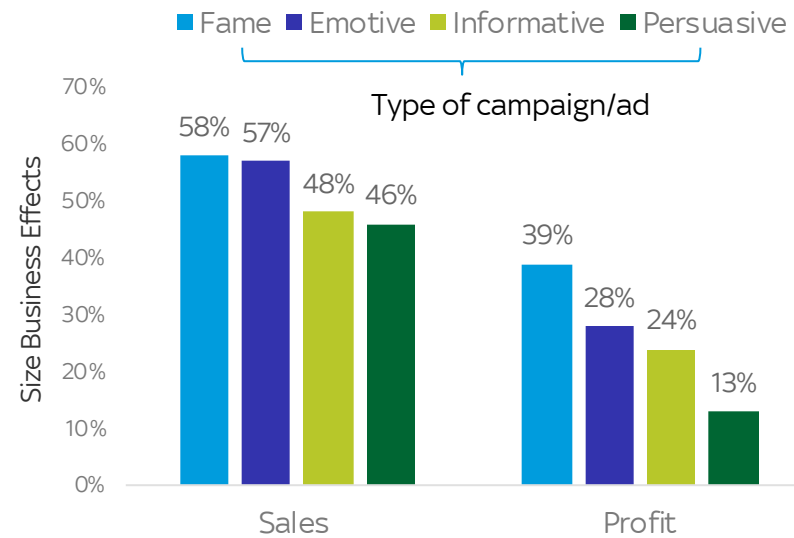


Sources: Butterfield, BBH Engage Panel

A New Reality?



Aim for fame with high impact campaigns



Use emotion to drive consumer connections



Tap into the national conversation