

# Fans of Sky Arts were more likely to agree with purchase funnel metrics for DS cars than other viewers

DS were not only able to lift KPIs amongst general viewers of Sky Arts, but fans of the content were even more likely to see DS in a positive light due to its association with the high quality content

Sky Art Fans vs Viewer Scores: % Uplift

**+13%**

Brand  
Awareness

**+16%**

Brand  
Favourability

**+25%**

Brand  
Advocacy

