

INSPIRATION HUB  
THOUGHT-STARTERS – JUNE 2020

# Why we produced this deck

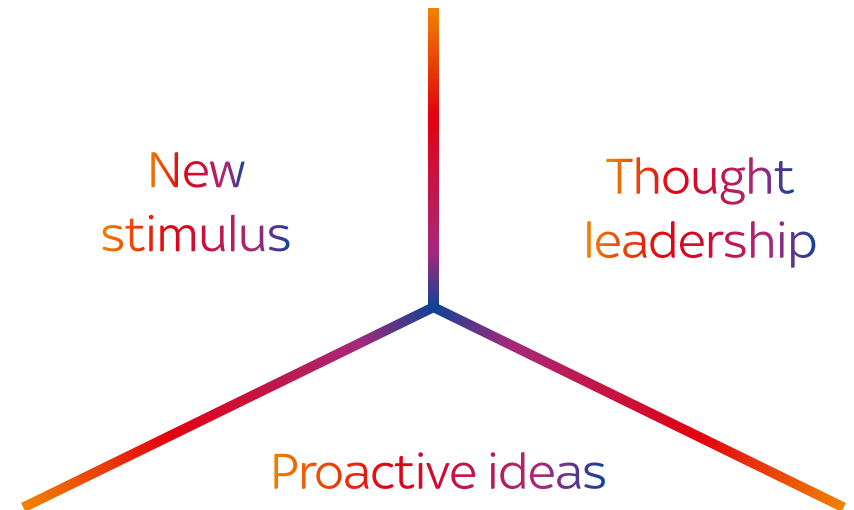
## A bank of fresh content, themes and ideas

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](#).





In 2020, the world changed. The aftermath of Brexit had already divided our nation; then the Covid-19 outbreak and Lockdown measures left us feeling down in the dumps...

But sport has the power to unite us – bringing the positivity, passion and participation our nation needs.

With the gradual return of key sporting events to look forward to, there is lots of opportunity for brands to be a part of the action.

So how can Sky Media help you get the best out of the return of sport in 2020?



Even before lockdown,  $\frac{3}{4}$  of Britons believed the UK was divided, and 65% of the country were pessimistic about the impact of Brexit.



Sport has the power to unite friends, families and communities; bringing them together even though they can't be in pubs and stadiums together.

*How can sport bring us together?*

Sport is a step back towards normality; 38% of young men said watching sport with friends and family is what they are missing most during the pandemic.

Associating with sport drives positive KPIs for brands, and there's a broad range of opportunities beyond badging



How can  
Sky Media  
Help your brands  
Get the best of  
**Sport**

as it begins to  
**Return?**

sky sports



Sky Sports  
is the **No.1**  
commercial  
sports digital  
content provider  
in the UK

Sky Sports'  
non-TV  
/platforms  
increase reach  
by 41%

The full  
broadcast,  
digital & social  
ecosystem  
reaches 19m+  
per month

sky sports golf

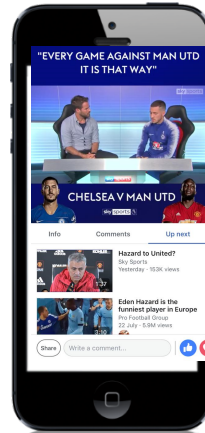
# Reach fans in relevant sport contexts



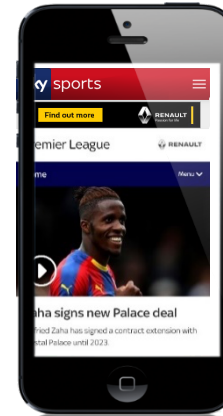
Broadcast sponsorship & live spot airtime



Digital take-overs & digital video highlights



Social engagement: pre, during, post



6" Sky Go & Sky sports mobile app & podcasts



You-tube pre rolls

# Create content around the event



Build up, updates and reactions across the big tournaments

Broadcast & digital sponsorship of Sky Sports exclusive coverage

Brand integration into Sky Sports events

Bring fans together when they can't be in the stadiums or watch with family and friends

Encourage sport participation from fans

TALENT FROM SKY SPORTS / EVENTS: Personal journeys, how to's, road to success