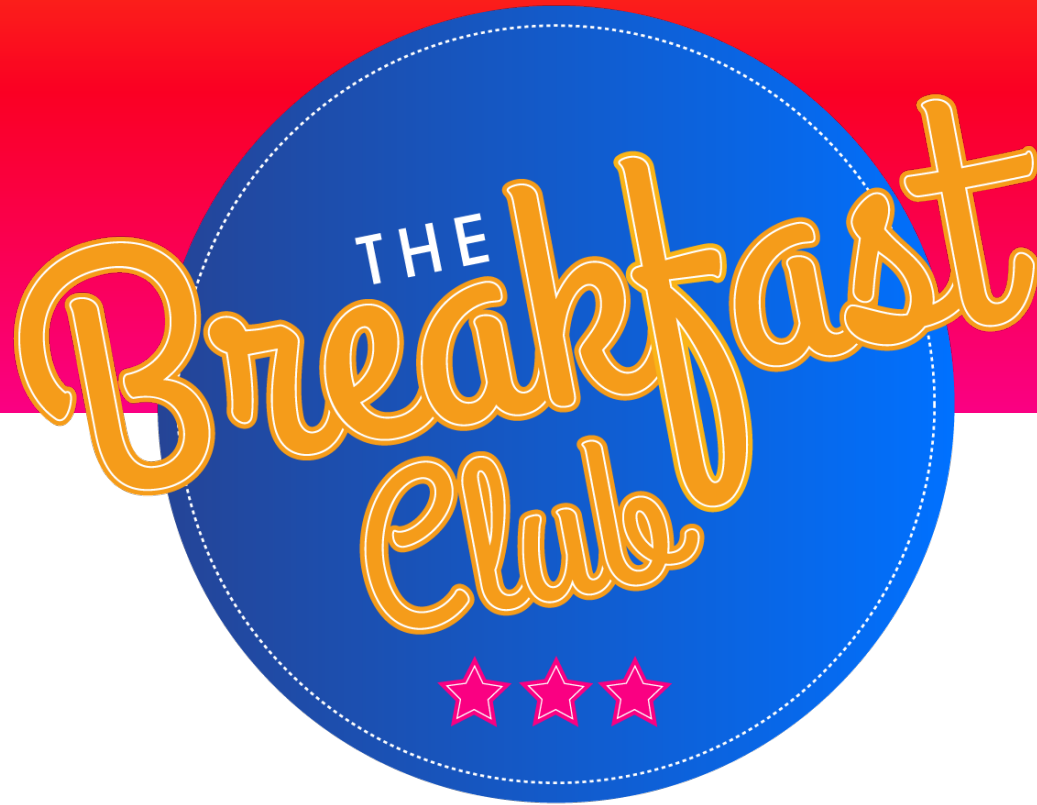




sky media

Welcome to a bite-sized version of



sky media

A photograph of three men sitting on a red sofa in a cozy living room. They are gathered around a table, looking at a gift wrapped in red and gold paper. The man on the left is wearing a white sweater with a yellow and black geometric pattern. The man in the middle has a beard and glasses, wearing a light grey sweater. The man on the right is wearing a red sweater with a white and black pattern. The room has wooden walls and a window with red and white striped curtains.

Sky Media's three

Wise(ish) men

give us some guidance

to help navigate **a new world**

A League of Their Own Christmas Special

sky one





XMAS  
TV VIEWING  
TRENDS



A BIG  
ONLINE  
XMAS



EVERY  
PENNY  
COUNTS

A League of Their Own Christmas Special





Last Christmas

sky cinema



The **North**  
**Star**: How will TV viewing  
change this **Christmas?**



Arthur Christmas  
sky cinema

+12%

Set Top Box VoD

+15%

Sky Go

+15% +28%

Dec & Xmas increase in mutual viewing (year ave.)

sky cinema

+18% vs 2019

sky one

+13% vs 2019

5

+15% vs 2019



So what can you do with this info?

**Here are some of our recommendations & ideas**



# Plan for a change in Christmas TV consumption

Using a combination of channels, platforms and data driven targeting



LOW COST EFFICIENT REACH



HIGH FREQUENCY ENVIRONMENTS



CROSS PLATFORM REACH



The Reluctant Landlord Christmas Special

sky one

No room at

# The Inn(store)

means a

# BIG online Christmas





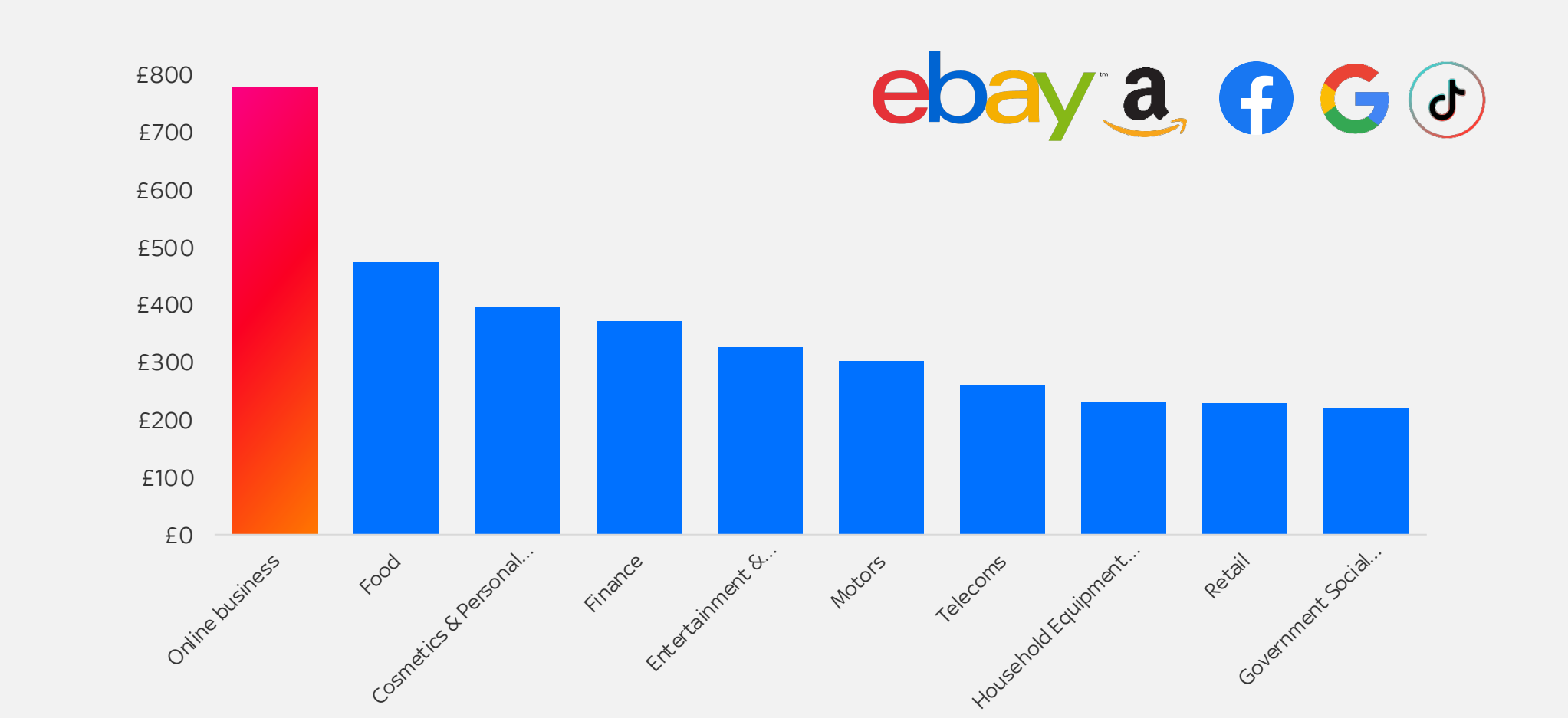


A person with long blonde hair is seen from behind, sitting at a white desk. In front of them is a silver laptop. The laptop screen is dark with white text. To the right of the laptop is a blue mug. In the background, there is a kitchen counter with a red pot and some jars. The scene is brightly lit, suggesting a kitchen or home office environment.

*The temptation is  
if we shop online  
you should  
advertise online*



# Online businesses are now the biggest investors in TV



Source: Nielsen, 2019 'Online business' is a Thinkbox-created category which consists of all online-only brands and online services for bricks and mortar businesses.

So what can you do with this info?

**Here are some of our recommendations & ideas**



# Generate demand and stay front of mind

## Supermarkets: Christmas advert Word of Mouth scores

YouGov BrandIndex Word of Mouth score asks which of the following brands you talked about with friends and family in the past two weeks (whether in person, online, or through social media) % net score shown, indexed to 11 November



START EARLIER



USE SPONSORSHIP TO CUT THROUGH



GEO-TARGETING STORES THAT ARE OPEN & CATCHMENT AREAS

# Close the loop from off-line to online

## AdVance Retargeting



*Retarget TV viewers with sales driving messages*

## Web Attribution



*Provide evidence of TV's effectiveness at all points of the marketing funnel*

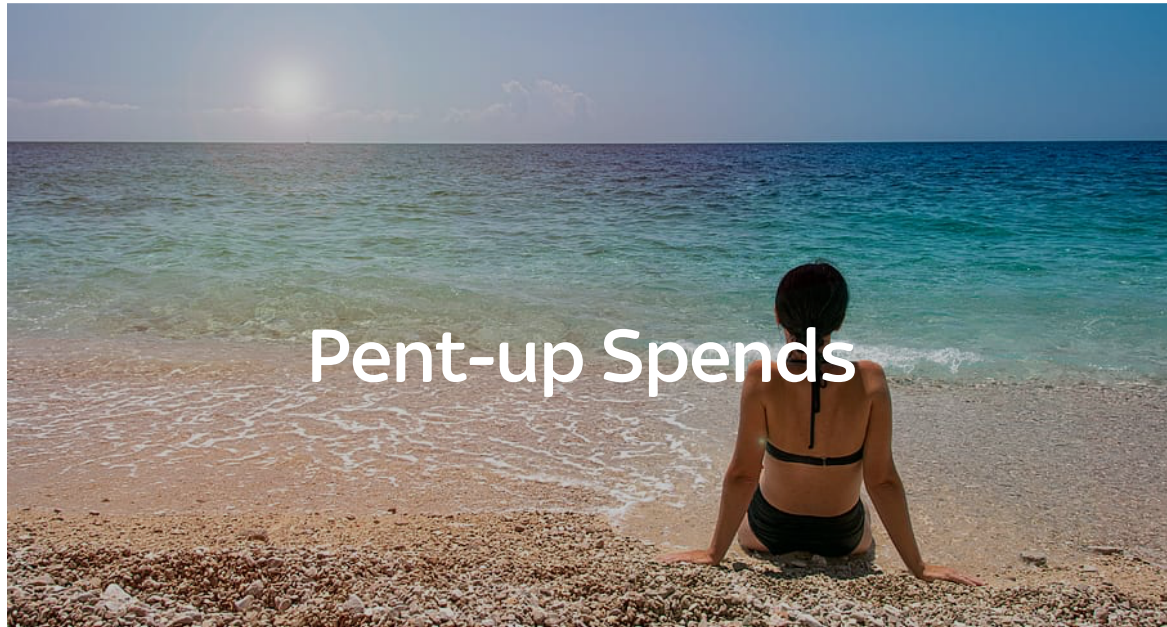


A close-up shot of a Smurf character, likely Papa Smurf, wearing a white winter hat and holding a wrapped gift. The background is a snowy winter scene with a Christmas tree and snow-covered houses.

Make every  
**penny**  
**COUNT**  
this Christmas

The Smurfs Christmas Carol  
**sky** store





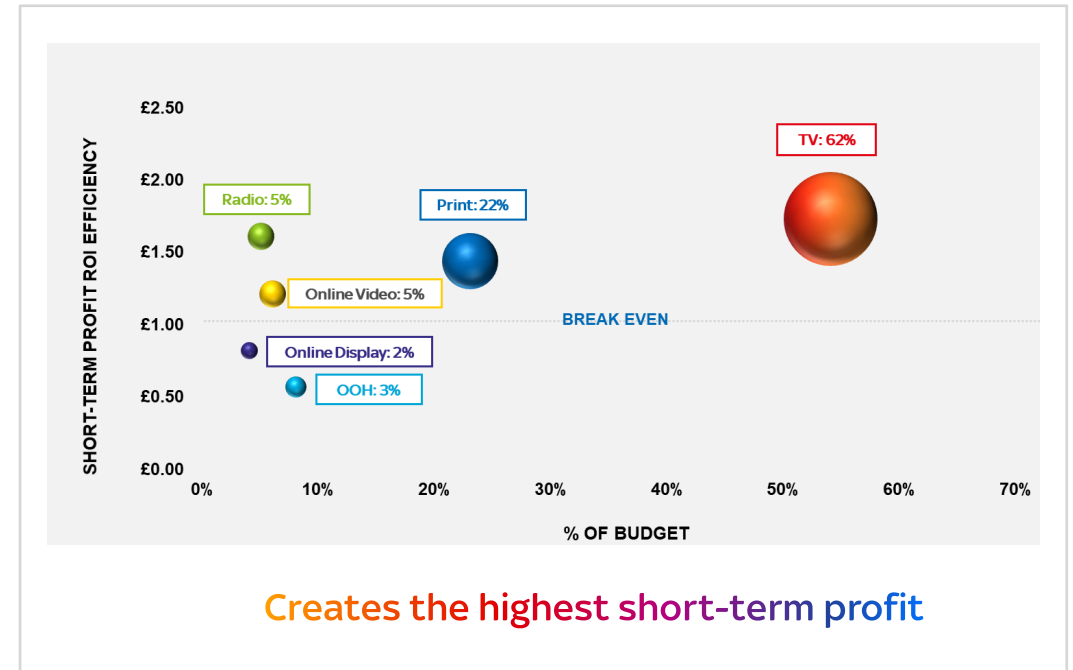
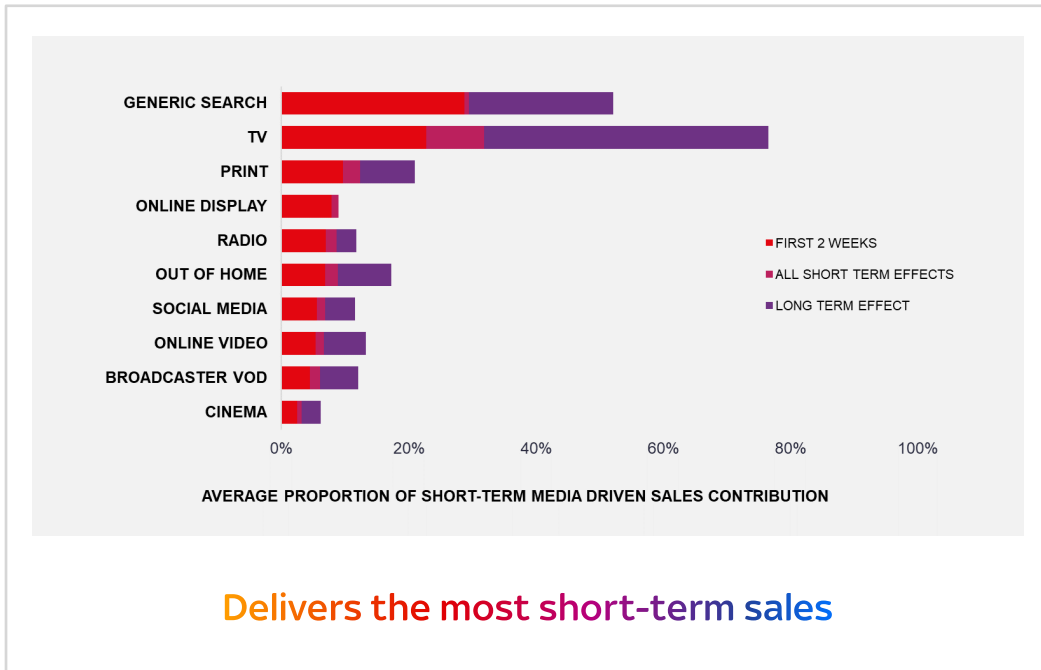


Perception

**TV**  
LONG TERM

**DIGITAL**  
SHORT TERM

# TV is the most effective channel in driving short term response





# TV is the most effective channel in driving short term response

MEDIA EFFECTS BY CHANNEL

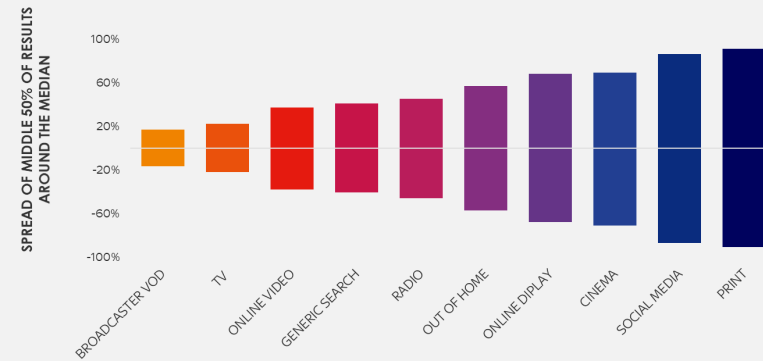
CHANNEL GENERATING EFFECT	Channel Benefitting from the Effect									
	TV	ONLINE VIDEO + VOD	SOCIAL MEDIA	ONLINE DISPLAY	OUT OF HOME	RADIO	PRINT	CINEMA	DIRECT MAIL	GENERIC SEARCH
TV		20%	31%	31%	22%	31%	31%	54%	20%	8%
ONLINE VIDEO + VOD	3%		5%	2%	5%	3%	12%	7%	2%	1%
SOCIAL MEDIA	2%	2%		2%	3%	2%	3%	3%	1%	1%
ONLINE DISPLAY	3%	4%	4%		4%	3%	9%	11%	4%	3%
OUT OF HOME	6%	8%	9%	8%		9%	11%	3%	1%	1%
RADIO	4%	4%	4%	6%	4%		3%	1%	1%	2%
PRINT	5%	6%	7%	5%	6%	4%		13%	7%	4%

Source: 'Demand Generation', Nov 2019, MediaCom/Wavemaker/Gain Theory



Makes every other channel work harder

THE VARIABILITY OF RETURNS BY CHANNEL



In an uncertain climate, is the least risky

So what can you do with this info?

**Here are some of our recommendations & ideas**



# Build reach fast with the right audience

By targeting an in-market audience



adsmart  
from sky

FAST COVER BUILD



mastercard.  
experian.  
twentyci  
ci | customer intelligence

TARGETING FOR NEW BEHAVIOURS



Leicester put back in lockdown as virus surges  
Shops and schools to close down again and relaxation of shielding rules is cancelled

LOCKDOWN FAMILIES' HOPE  
LIFELINE FOR SUMMER HOLS ABROAD

Stamp duty 'holiday' to help rebuild economy  
Snook plan would raise property tax threshold as high as £500,000

SHORT-TERM, REACTIVE TARGETING

**Charlotte George**  
Client Partnership Controller

*in discussion with:*

**Julia Sparrow**  
Area Media Manager  
*Mondeléz*

**Faisal Alani**  
Partnership Manager  
*eBay*

**Submit your questions  
in the chat window  
to ALL PANELISTS**



XMAS  
TV VIEWING  
TRENDS

A BIG  
ONLINE  
XMAS

EVERY  
POUND  
COUNTS

A League of Their Own Christmas Special

sky one

The Breakfast Club Microsite  
[www.skymedia.co.uk/breakfast-club/](http://www.skymedia.co.uk/breakfast-club/)

**The Inspiration Hub**  
[www.skymedia.co.uk/inspiration-hub/culture](http://www.skymedia.co.uk/inspiration-hub/culture)

THANK YOU!

