

INSPIRATION HUB
THOUGHT-STARTERS – AUGUST 2020

Why we produced this deck

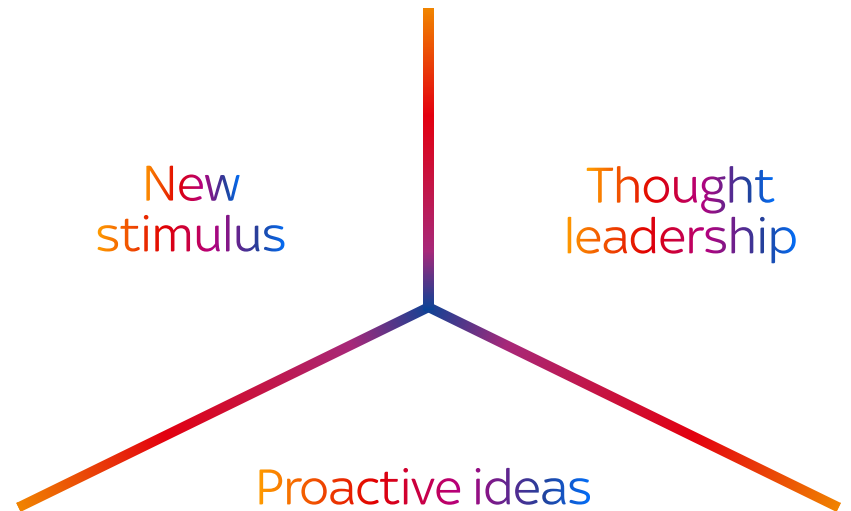
A bank of fresh content, themes and ideas

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](#).





THREE WISE(ISH)
XMAS THEMES

The pandemic may have taken away our freedom, but it will never dampen our Christmas spirit. Over the course of the year, we've seen major shifts in the nation's behaviours and attitudes that might hang around for some time.

So what will that mean for brands and advertisers as they begin planning their Christmas campaigns? Will Christmas start earlier this year? Will people spend more or less, or will they be looking for products with value from brands they can trust? Will we be shopping more online and supporting our local high streets?

From onscreen trends to closing the gap between online and off-line, here are some of Sky media's observations and solutions to get ahead this Christmas.

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 trends change this Christmas?

Arthur Christmas
sky cinema

+12%

Set Top Box VoD

+15%

Sky Go

+15% +28%

Dec & Xmas YoY increase in mutual viewing

sky cinema

+18% vs 2019

sky one

+13% vs 2019

5

+15% vs 2019


Where we think we can help

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

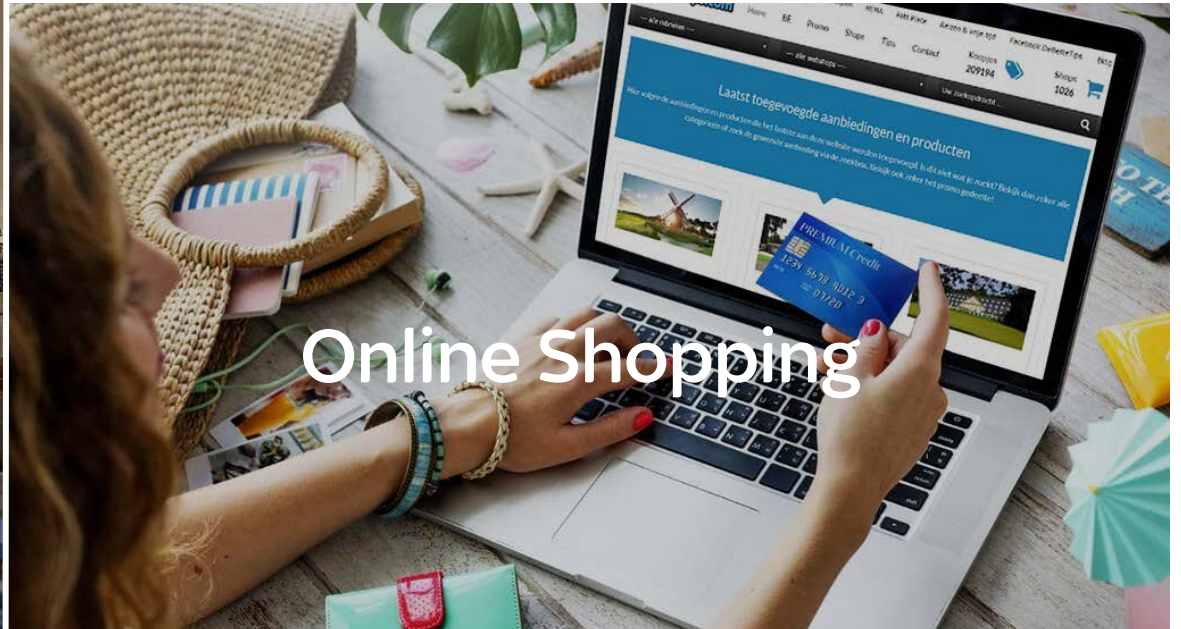
No room at

The Inn(store)

means a **BIG**
online Christmas



In-store Footfall Capped



Online Shopping

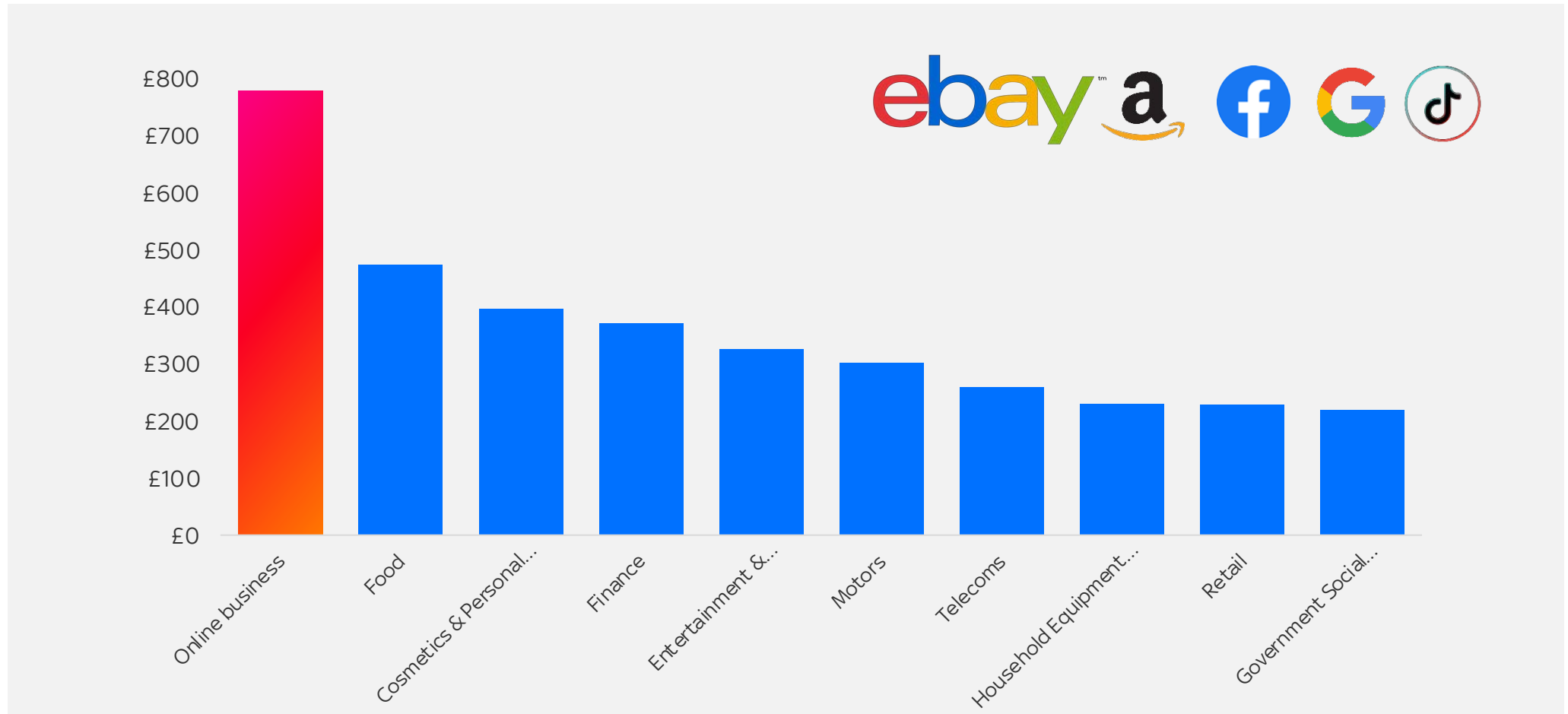


Black Friday



Staying Local

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.

Where we think we can help

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 of a blue Smurf character wearing a white winter hat with a pom-pom. The Smurf is holding a gift wrapped in red and green patterned paper with a dark red ribbon. The background is a snowy winter scene with a Christmas tree decorated with snowflake ornaments and lights, and a stone fireplace with a fire burning inside.

Make every
penny
COUNT
this Christmas

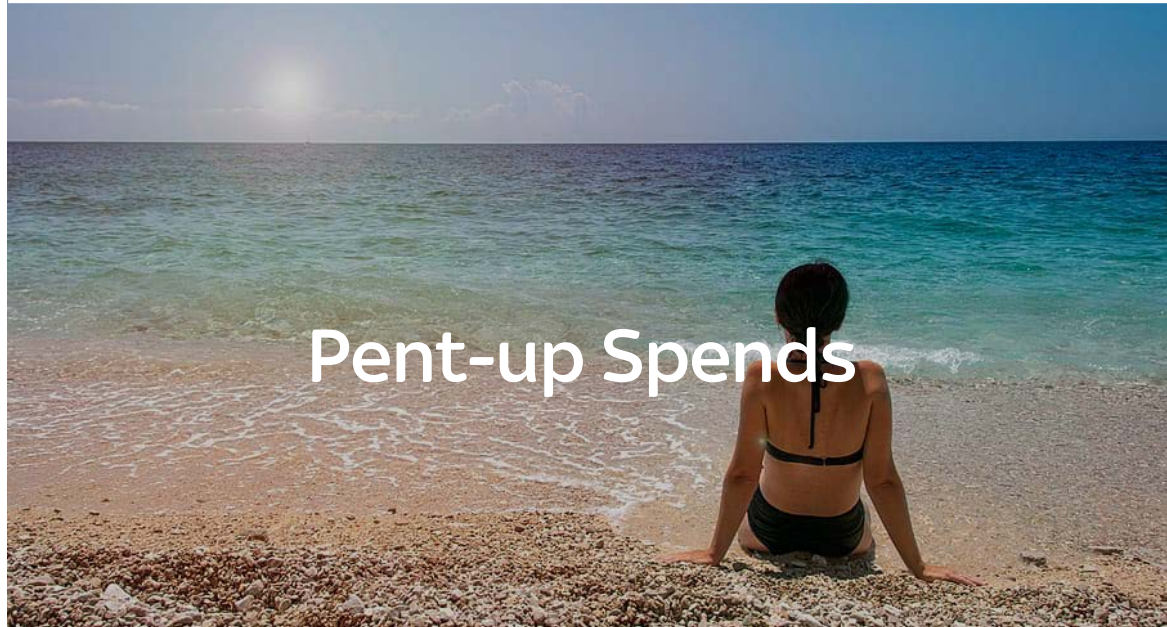
The Smurfs Christmas Carol
sky store



Finances Front of Mind



Value for Advertisers

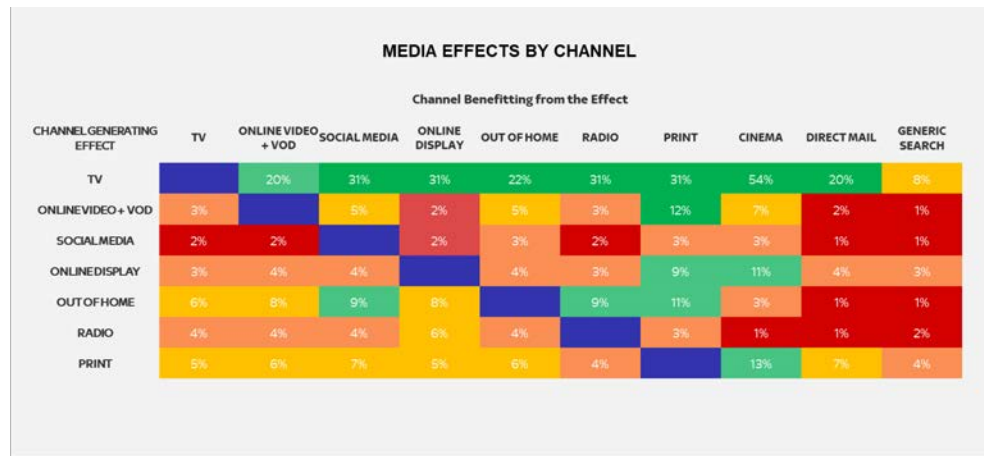


Pent-up Spends



Trust

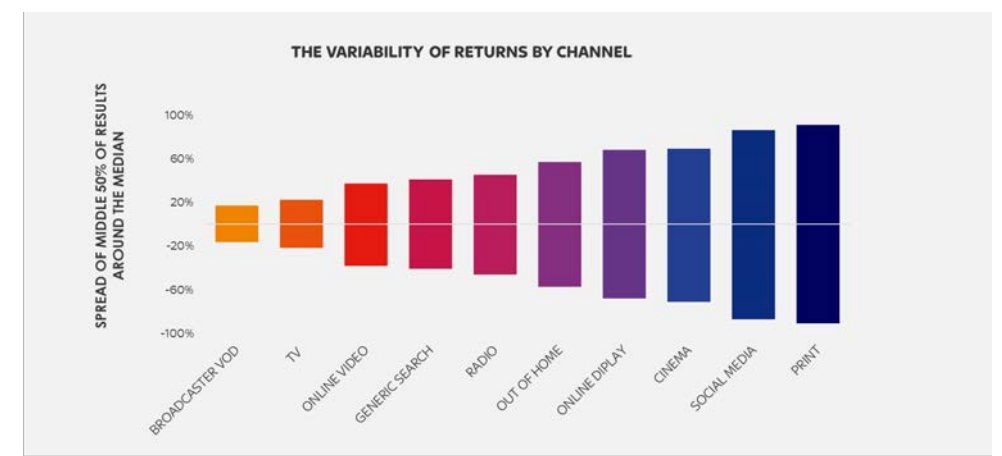
TV is the most effective channel in driving short term response



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



Makes every other channel work harder



In an uncertain climate, is the least risky

Where we think we can help

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

Stamp plan would raise property tax threshold as high as £500,000

SHORT-TERM, REACTIVE TARGETING