

BREATHE EASY THIS AUTUMN  
WHATEVER YOU GET UP TO

## Sky Media, Sterimar and Channel 5

Take charge with Sterimar and Channel 5 Weather

We Brits love talking about, and watching, the weather. Channel 5 have consistently delivered weather reports to the nation for over 20 years. Sterimar were looking for a contextual sponsorship to showcase their range of products.

The weather is a key influence on our health so products that enable people to 'breathe easy' and enjoy the outdoors made them fitting partners. This has proven to be a successful partnership for Sterimar now in its third year with 52% of ABC1 adults reached via the sponsorship in 2019 alone.

80%

of multiple exposed  
viewers saw the brand  
as a good fit

54%

of viewers aware of the  
sponsorship wanted to  
buy Sterimar products

52%

of ABC1 adults were  
reached via the  
sponsorship in 2019



### Challenge

As a new brand in the UK, Sterimar's biggest challenge was to overcome a lack of brand awareness. The brand's primary goal was to improve consideration and likelihood to purchase Sterimar nasal spray products and in turn, become the go-to brand in nasal products for all seasons. Sterimar's family consists of a wide array of nasal products that aim to aid a number of issues, varying from hay fever allergy relief to cold and flu decongestion.



### Idea

The core message of the sponsorship campaign was to 'Take charge with Sterimar and Channel 5 Weather'. Therefore, in the suite of idents, we saw weather extremes; stormy clouds, blazing heat, all metaphors for how we feel when we're in the grip of a cold. But with the help of Sterimar, these extremes are washed away, leaving a clear head to take on the day.

The idea, though, also needed to help Sterimar achieve its objectives of building brand awareness, being contextually relevant and having an always-on presence. These were achieved by aligning with a mass-reaching, terrestrial channel for a scheduled daily bulletin, offering different idents to different audiences at key seasonal periods, being part of a programme that has high-frequency and repetition to keep Sterimar front of mind.



## Activation

The brand sponsored three different strands, the weather report, a pollen report and a snow report. The weather report ran across the whole year, forecasts were provided by the Met Office and the report showcased weather across the whole of the United Kingdom.

Alongside the weather report, Channel 5 also ran a pollen report between May and August and a snow report from December until February. Sterimar sponsored both sub strands showcasing a mix of products.

Twenty idents were created that were reflective of the weather, each with a unique theme, promoting a different Sterimar product. These idents rotated monthly, the weather report used 2 x 10 second idents and the pollen and snow report used 2 x 5 second idents.

All reports ran approximately 17 times each week on Channel 5, Channel 5 HD and Channel 5 +1. Sterimar in turn, sponsored over 1,100 reports in 2019.



## Results

Stérimar has reinforced its position as a trusted and valued partner of the channel, with this partnership showing to enhance perception of this natural brand. This has led to an increase in brand diagnostics such as credibility amongst affluent viewers.

### Exposure

- 52% of ABC1 adults were reached via this sponsorship in 2019.
- 28.6m adults were reached an average of 13 times in 2019.

### Awareness and Recall

- 24% of viewers who recalled the TV and Snow Report sponsorship were aware that Sterimar (a natural product) was as effective as medication.
- 16% of all viewers that recalled the TV and Snow Report sponsorship spoke about the campaign.

### Perception and Consideration

- 80% of viewers that have had multiple exposure to the campaign saw the brands as a good fit.
- 54% of viewers aware of the TV and Snow Report sponsorship said it made them want to buy Sterimar products.
- 17% of all viewers would recommend Sterimar products.



*The weather sponsorship on Channel 5 enabled Sterimar to have an always-on presence across linear TV, and helped raise awareness of the Sterimar products in a way which was really relevant for the brand.*

*Severine Remise, Senior Brand Manager at OTC Healthcare Brands (Sterimar & Replens), Church & Dwight Co.*