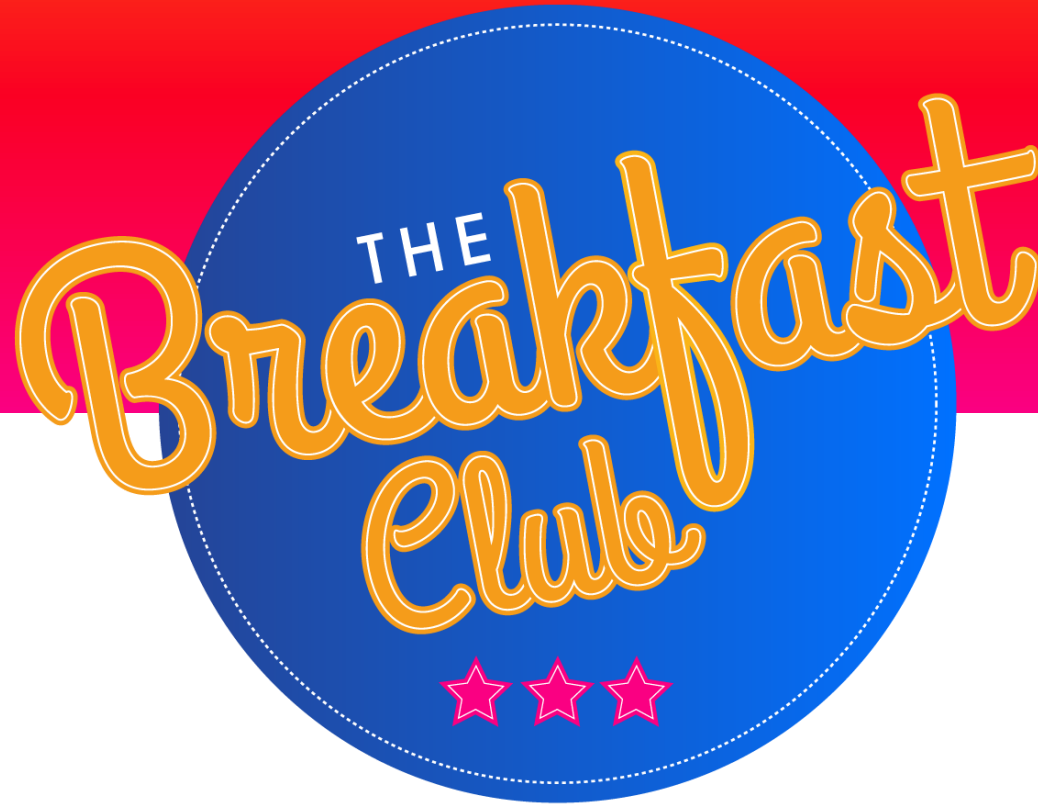


Welcome



sky media

Amy Taylor
Sales Controller

Trend 2: Playing Catch Up

An underwater scene featuring several seals swimming in clear blue water. The seals are in various positions, some swimming towards the camera and others away. The lighting is bright, creating a sense of depth and movement. The water is filled with small bubbles and particles, adding to the dynamic feel of the scene. The overall color palette is dominated by shades of blue and green, with the seals' dark fur providing a strong contrast.

Playing Catch Up

Africa's Wild Year

sky nature



Easing of Covid restrictions is likely to prompt a surge in demand for things people haven't be able to do during lockdown.



Billions
sky atlantic

A year of saving up
to bounce back

£586^{pcm*}

Average Savings

47%

Of people feel confident in
their financial situation

*Moneysupermarket / Mintel

Top priorities for investing our hard-earned savings



Looking & feeling our best



Leisure & entertainment



Travel



People want to look
and feel their best
when they socialise
again

Witches
sky cinema



No.1

Priority is professional beauty treatments*

Beauty

Is becoming more global, expansive and intertwined with individuals' sense of wellbeing.*

20%

Of men say they are removing face/body hair less during lockdown

*Kantar Social Survey 2020/ McKinsey: How Covid is changing the world of beauty

How might we...

Promote beauty business when they are open for business again?

Support local beauty salons and barbers with Trip Advisor & AdSmart from Sky

- A co-branded partnership with Trip Advisor and a finance brand, using AdSmart to encourage consumers back out onto their local high street, spending with local businesses.
- From the best barber to sleek salons, with AdSmart, we can localise the message, using “super reviewers” comments pulled through from Trip Advisor as the local element of our content.

Live your best life with Sky VIP competitions

- Sky VIP is our free-to-join loyalty programme for all Sky Subscribers. The longer they stay with Sky the greater the rewards.
- Include a competition as part of your next campaign, by offering couples the chance to win exclusive spa and makeovers followed by weekends away when the borders open up.
- Destinations and makeover styles would be themed to a Sky Original show, to give our winners the full show experience.





Leisure & Entertainment

The Comedy Store

sky documentaries



Consumers have three priorities in the Leisure & Entertainment space...

1. Dining out with friends
2. Visiting cafés
3. Drinking in the pub

On the whole, consumers are still apprehensive about resuming “normal” leisure activities

+49%

Of adults claim to be very worried that safety measures won't be followed by everyone

+65%

Of people expect to spend more of their spare time at home in the next year compared to before the outbreak

+55%

Of adults are uncomfortable at the prospect of visiting the cinema



Your Honor
sky atlantic

How might we...

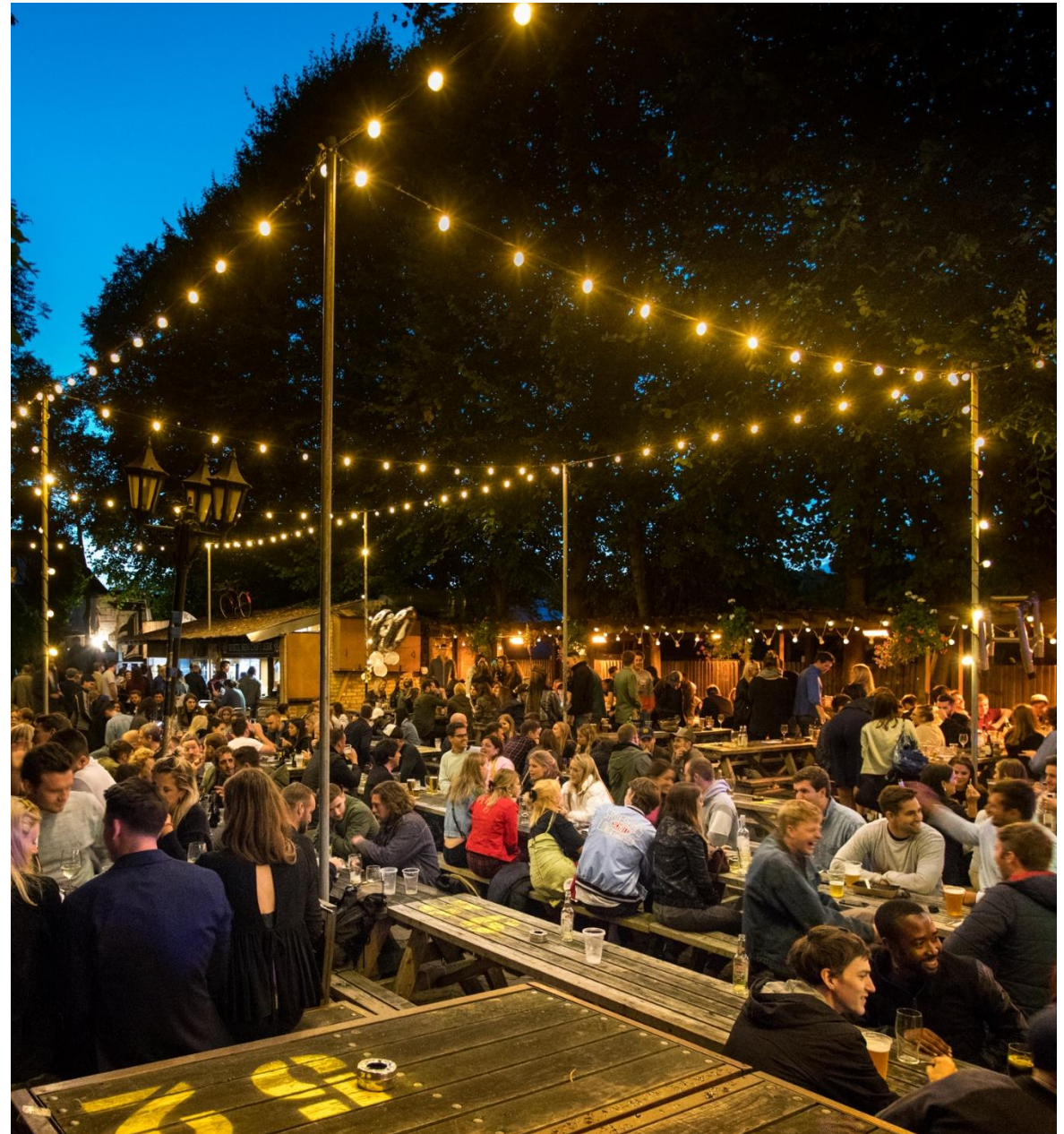
Make the most of leisure time; to inspire, reassure and get consumers planning leisure activities?

Maximise reach as venues reopen & convert late bookings

- *Weighted activity to support opening dates*
- *Build confidence in venue safety with targeted messaging*
- *Fill remnant inventory & encourage people to keep their bookings*
- *Targeted offers*

Engage audiences with entertainment inspiration

- *Editorially aligned branded content to inspire Summer plans*
- *Shoppable QR codes*





There's a big appetite
for holidays this year,
despite uncertainty

Ben Fogle in the Sahara





+300%

Uplift in bookings to UK
staycations since January

1 in 3

Are planning a holiday
in 2021

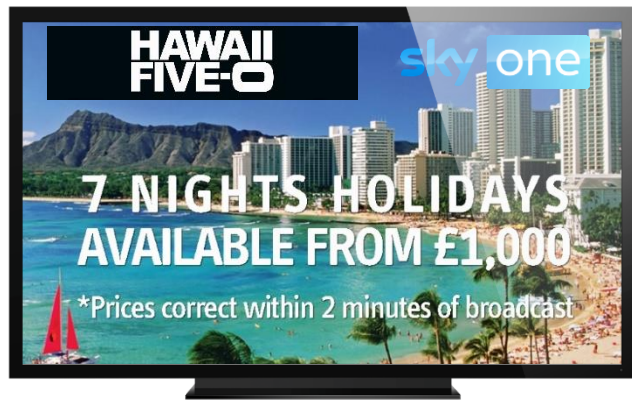
54%

Of people are planning
a UK staycation in 2021

How might we...

Satisfy travel cravings & inspire people to plan a holiday?

Dynamic ads serving real-time holiday pricing



Sustainable Travel Planning

