

sky media

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Trend 3: Ethical Consciousness

An aerial photograph showing a dense, vibrant green forest on the left side, which meets a bright blue body of water on the right. The forest is thick and covers the entire left half of the image. The water is a clear, bright blue, occupying the right half. The boundary between the forest and the water is a curved shoreline. In the lower-left corner, near the water's edge, there is a small wooden pier or dock structure. The overall scene is a natural, serene landscape.

Ethical Consciousness



The ethical stance and impact of brands around issues like sustainability and diversity & inclusion will have an increasing influence over brand choices



A photograph of two hands, one from a darker-skinned person and one from a lighter-skinned person, holding a black heart-shaped cutout. The background is a soft, out-of-focus grey. The text is overlaid on the image in white.

Equality, Diversity and Inclusion

The Black Lives Matter movement will shape 2021 as it accelerates the importance of equality for all

Accountability and Transparency

There is nowhere to hide for brands when it comes to their ethical stance and company purpose

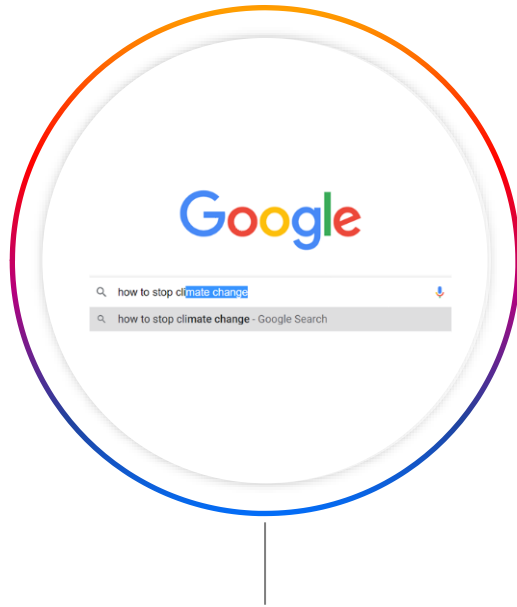
Sustainability

Environmental concern is coming back into focus with a matter of urgency

A photograph showing four hands of different skin tones (dark brown, light brown, and two shades of white) resting on a dark wooden surface. The hands are arranged in a row, with the dark brown hand on the left and the lightest hand on the right. A black watch is visible on the wrist of the dark brown hand. The text 'Equality Diversity & Inclusion' is overlaid in white on the hands.

Equality Diversity & Inclusion

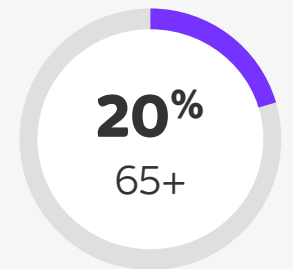
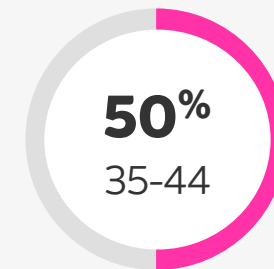
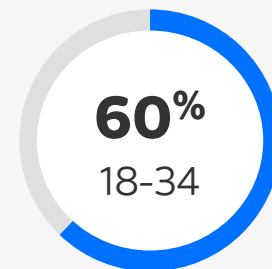
Equality, diversity and inclusion are non-negotiables



Searches for “*what is systemic racism?*” reached an all time high

“*How to be anti-racist*” was searched more than “*how to be a billionaire*”, and “*how to be an ally*” was searched more than “*how to be an influencer*”

1 in 5 people say seeing a brand showing support for equality and diversity would make them choose it over another



Age of respondents who agree brands should actively speak out about racism

How might we...

Contribute to the conversation around diversity and inclusion?

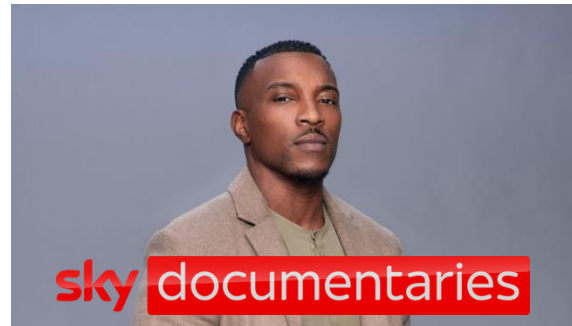
Reach Millennials & Gen Z



Leaders of the New School

Employ a panel of Generation Change youths to give an honest review of the brand's past ads, then set them a brief to work on your next social ad alongside your existing ad agency.

Ad Funded Programme



Black Pound Day

A shoppable AFP documentary featuring Ashley Walters exploring young black entrepreneurs across the UK and the work they're doing to help drive the local economy in their community.

Opportunities to shop the products by black owned businesses on show direct through the content.

Join Sky Sports Social



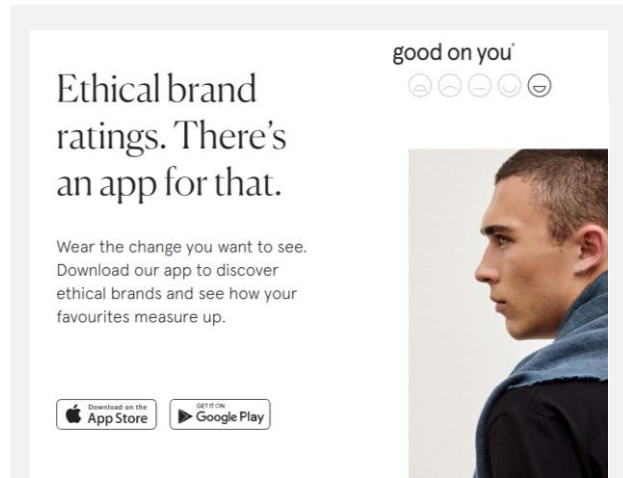
Fight For The First Team

Join Sky's fight against hate. Interviews on Sky Sports Social featuring athletes who have overcome adversity as "firsts" in their field, and the great work they continue today.

Accountability & Transparency



Accountability and transparency are key



good on you[®]

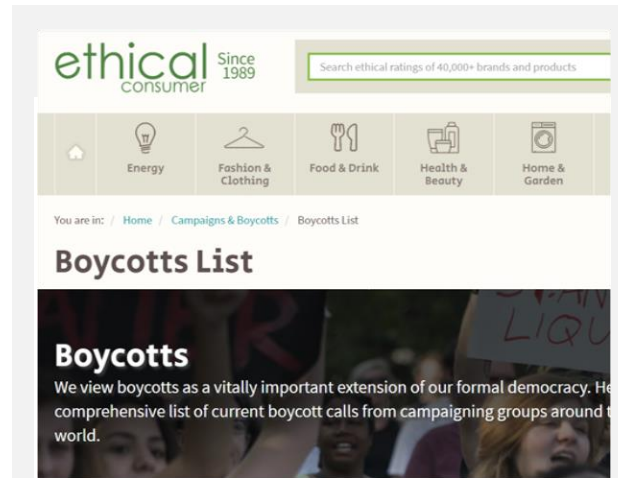
Ethical brand ratings. There's an app for that.

Wear the change you want to see. Download our app to discover ethical brands and see how your favourites measure up.

Download on the App Store | GET IT ON Google Play

The advertisement features a profile view of a young man on the right side. At the top right, there are five circular icons representing different ethical categories.

Ethical Rating Apps



ethical consumer Since 1989

Search ethical ratings of 40,000+ brands and products

Energy | Fashion & Clothing | Food & Drink | Health & Beauty | Home & Garden

You are in: / Home / Campaigns & Boycotts / Boycotts List

Boycotts List

Boycotts

We view boycotts as a vitally important extension of our formal democracy. Here is a comprehensive list of current boycott calls from campaigning groups around the world.

The website has a navigation bar with icons for various categories. Below the navigation bar is a breadcrumb trail. The main content area features a large image of a protest with a sign that says 'LIQUOR'.

Brands Exposed



The World's First Carbon Negative Beer

How might we...

Use our platforms to offer transparency to customers?

Sky Presents



Build a Better Tomorrow



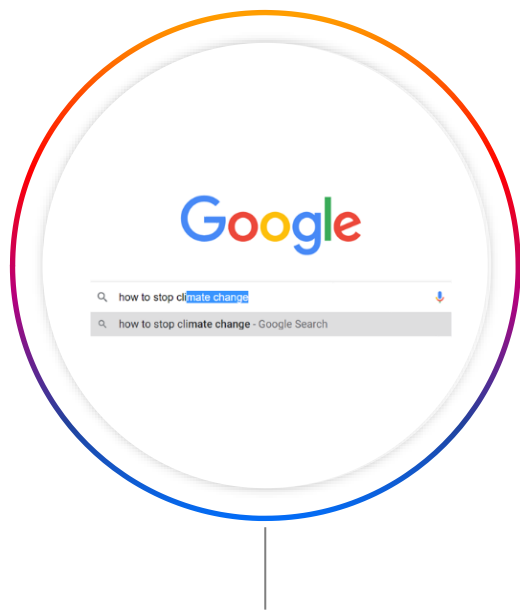
Sky Cares



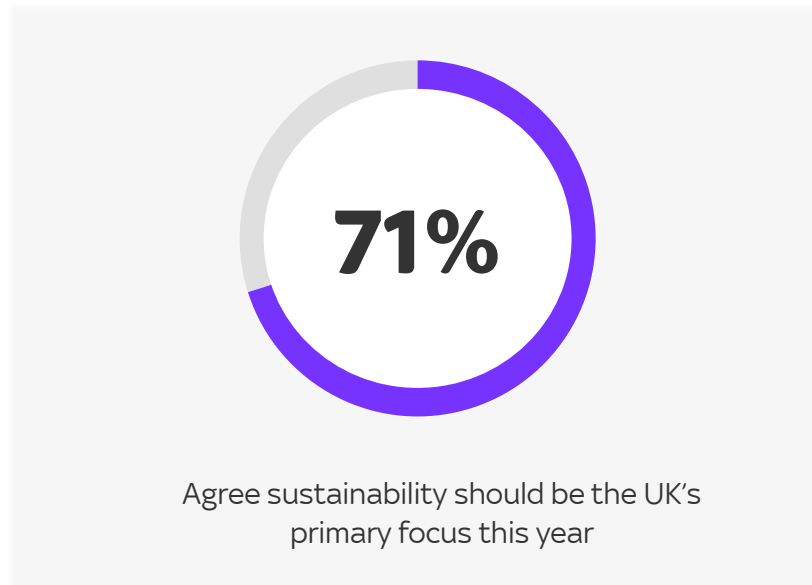


Sustainability

We're starting to take sustainability seriously



“How to change the world” was Googled twice as many times as “how to go back to normal” and “how to stop climate change” was Googled more than it had been any other year.



How might we...

Activate around sustainability?

Targeting



Community First

Inspire our audience to take action in their immediate communities, by using AdSmart from Sky to hero local initiatives.

Feature the people making a difference on the ground, and provide clear CTA's for our audience to help make change.

Sky Sports Social



Premier League Live Wires

A reactive Sky social campaign that recycles energy burned by Premier League stars into a physical resource that Sky & a partner will donate to a sustainable cause.

Reward any player who runs over 11km by planting trees in the player's name. Serve short analysis pieces created with Sky Sports talent.