

hotter<sup>®</sup>.com  
GET COMFORTABLE

CARAT sky media hotter<sup>®</sup>  
the story lab



## Sky Media and Hotter

### 'Get Comfortable' with Hotter Shoes

Going into Autumn Winter 2020 Hotter wanted prospective and existing customers to reappraise its brand and drive online sales. Not only did Sky offer Hotter the perfect platform to launch its new, thought-provoking TV campaign, but also enabled Hotter to reach and engage a new audience across TV and digital platforms.

Together we created a far reaching and impactful campaign spanning Linear, VoD, AdVance, Digital, AdSmart from Sky and Performance Solutions. What's more, Hotter were selected as one of Sky's trial partners for the brand-new, deterministic Web Attribution measurement tool, meaning that we were able to successfully track the effectiveness of the campaign by linking Hotter sales to TV exposure. The campaign was hugely successful and Hotter's media agency, Dentsu, are already applying the learnings to Spring Summer 2021 campaign planning.

139%

overall increase in ROI  
with Performance  
Solutions

69%

increase in AdSmart  
from Sky's incremental  
response rate

+6pp

in Prompted Awareness  
& +3pp in Spontaneous  
Awareness



#### Challenge

Hotter's goal was ambitious - the brand wanted to empower women and encourage older women to explore what "Comfort" means to them. The powerful "Get Comfortable" brand message aimed to drive audience engagement at scale and to ultimately increase brand equity and consideration amongst WABC1 50+.



#### Idea

We wanted to elevate Hotter's poignant TV creative out of traditional airtime and into the editorial space. To do this we used our branded "Sky Presents" assets to introduce the 30" TVC across Sky Arts, Sky Atlantic and Sky Witness on both linear and VoD. By doing so we were able to more closely align Hotter to Sky's channel brands and increase brand equity and consideration amongst our target audience.

To take the idea one step further, we produced a complimentary series of short-form content videos (3-5mins) and native articles for Sky News (Arts & Ents) in which a selection of women aged 50+ discussed the stigmas and stereotypes associated with Ageing, Beauty, Comfort, Success and Bravery. This activity further aligned Hotter with Sky editorial to reinforce the importance of the campaign message and drive user engagement with the conversation.



## Activation

To maximise campaign reach and frequency, we incorporated almost every Sky Media platform, including Linear, VoD, AdVance, Sponsorship of SkyNews.com, AdSmart from Sky and Performance Solutions.

The “Sky Presents” assets were stitched onto Hotter’s 50” TVC to create a 60” creative to run in brand airtime across Sky Arts, Sky Atlantic and Sky Witness. To add further authenticity to the partnership, the intros included channel editorial voiceover artists to introduce the Hotter campaign to viewers and highlight that they were about to experience something special.

With Sky’s new Web Attribution measurement capability, we were able to evaluate the effect of Linear, VoD and AdSmart activity against Hotter sales data and determine how we might drive efficiencies in future campaigns.

Through the more traditional Performance Solutions activity we were able to optimise against the standard 30” TVC throughout the campaign to successfully reduce Hotter’s Cost Per Sale and increase conversation rates.



## Results

By utilising nearly all of Sky Media’s capabilities to achieve different client objectives, the campaign saw a positive shift in overall Brand Perception as well as delivery some top-line exceptional results:

- +69% increase in Sky AdSmart Incremental Response Rate
- Performance Solutions overall ROI was 139% and delivered revenue in excess of £500k
- Brand consideration increased across all age categories (50-59yrs, 60-69yrs, 70-79yrs)
- Spontaneous & Prompted Awareness increased by 3pp & 6pp respectively



*Our campaign represented the launch of an exciting time for our business following a larger repositioning project, reinvigorating the brand, product, communications and experience for our customers. We wanted to disrupt category norms and engage new, digital savvy audiences. Sky Media offered us smart ways to use data, activating across platforms with the diligence and accountability usually reserved for digital only campaigns. The partnership drove our highest ever ROI for an AV campaign along with the highest ever proportion of new customers. It is testament that we continue to work with Sky, using the insight to inform our plans for upcoming seasons.”*

*Claire Reynolds, Hotter’s Head of Brand & Strategy*