



VELUX, Republic of Media & Sky Media

“Extend Your Time” with VELUX and Sky

VELUX identified an opportunity within the Single Story Extension (SSE) market and needed an integrated campaign to build contextual awareness; and Sky Media’s solution was a media-first for the brand, who’d never-before collaborated with a broadcaster to create bespoke licensed content. By licensing Sky One, Sky Witness and Sky Atlantic, and leveraging the use of the Sky EPG within the TVCs, the family in the TV creative was depicted searching for a Sky show on the relevant Sky channel from the comfort of their living room... made all the more comfortable and bright with a Velux roof window. The contextual partnership included licensing, linear TV, VoD, Sky Advance, a full content plan and the creation of a dedicated digital hub, which led to over delivery, exceeded targets and, overall, some fantastic results for VELUX.

+3^{pts}

Increase in top-of-mind brand awareness

98^k

Visits to the dedicated hub (vs 16K target)

+6^{pts}

Increase in top-of-mind purchase consideration



Challenge

In 2020, VELUX had big ambitions for their Single-Story Extensions (SSE) market. While VELUX was already well known for loft conversions, their research showed that during the planning of SSEs, the benefit of having roof windows is often overlooked, despite VELUX windows letting in as much as 50% more light into an SSE. Therefore, VELUX wanted to increase awareness of their SSE products, drive engagement with the brand and change perception of its primary associations with lofts to normalise the use of roof windows in SSEs too. Therefore, the brief to Sky Media was to target young couples, families and homeowners to highlight the benefits of using VELUX windows to transform an extension into the perfect living space for extending your family time.



Idea

By partnering VELUX with Sky, we knew we could combine unmissable entertainment with spaces (like the living room) that couples and families can’t wait to get home to and enjoy. What’s more, the average age of Sky viewers is younger than the average Freeview household and with a higher disposable income, this audience tends to spend 12% more on DIY than Freeview viewers.

To create the brand link between SSEs and VELUX, we designed a multi-channel, multi-platform partnership that would show the Sky audience how they could “extend” their “us” time, with licences for the Sky channel brands themselves at its heart. This innovative solution to create bespoke licensed content was a media-first for VELUX, it was also the first time that any brand had licensed Sky’s entertainment channels to integrate within their TVC.



We're really delighted with the outcomes of our media-first campaign with Sky and its premium entertainment channels. We know how important it is for people to have the right amount of daylight in their home. Working with Sky allowed us to deliver a complimentary message about how to 'extend your family time' watching great content in a great well-lit space with an integrated campaign that felt natural and led our users on intuitive journey."

Andrew Lumsden, Senior Marketing Manager at VELUX



It's fantastic when an innovative client such as VELUX sets us a challenge to provide a freethinking media solution beyond the normal. As a partner Sky have really gone above and beyond in making this happen; we can't wait for the hard work from this collaboration of client, agency and media owner to come to fruition."

Toby Hutchins, Business Director at Republic of Media

It involved commissioning bespoke VELUX TV creatives featuring Sky channel branding set in real extensions, to make adverts feel like they came from Sky and drove new contextual connections. In another first, VELUX also licensed the Sky Q EPG in situ to use within the TVCs, so that the characters in the ads were searching specifically for the Sky shows on the relevant Sky channel on their Sky Q box e.g. Save Me Too and Dynamo: Beyond Belief; making it feel timely, authentic and relatable.



Activation

Three of Sky's biggest channel brands were licensed, with each aligned to specific VELUX homeowner audiences. Sky One was perfect for the 'family' audience, while Sky Atlantic and Sky Witness, Sky's upmarket channels for 25-54 adults, were the perfect home for the 'Young Professional Couple' audience.

With creative agency Recipe, we produced 4 x 30" TVCs to cement the idea of the Sky and VELUX partnership being the perfect way to extend your 'us time', and each brand-licensed TVC was aligned to the relevant Sky channel on Linear TV and VoD.

Running simultaneously, we launched a sophisticated AdSmart campaign to extend awareness of the availability of VELUX's range of blinds available online, which used aligned addressable targeting with the climate. In doing so, the ad was seen in households when it was warm and sunny, allowing VELUX to engage viewers when they are most receptive, therefore reducing ad wastage.

The TV activity was supplemented by social media content and Sky Advance, which reinforced the campaign online (specifically targeting ABC1 Homeowners aged 35 - 54) and, secondly, located viewers who had not been exposed to VELUX's activity within target demograph.

Furthermore, we created a digital hub at www.sky.com/VELUX, which was promoted via a CTA at the end of the TV creative. The digital hub directed viewers to the VELUX app and included content from Farrow and Ball with a behind the scenes video to deepen the experience. Links to contact VELUX were also included on the hub landing page to ensure viewers could find out more or book a consultation directly with VELUX.



Results

This campaign delivered some impressive results, with exposure to the campaign on VoD dramatically increasing purchase consideration, most significantly among homeowners. The media plan overdelivered in most areas including: **TV +117%, VoD +127%, Microsite +613%** and achieved **54,041,036 impressions** across the partnership (almost double the target of 28,123,497). **9.5million Adults** saw the bespoke TV creative in full, with sound on, on the big screen, in the right context which drove:

- 98,000 visits to the hub (vs. the 16 000 target)
- Over 31,000 of visitors to the VELUX website came directly from the branded-content hub
- 32,447 brochure requests (3x the target!)
- +4.5% in Spontaneous ad recall following VoD exposure (which increased to 7.9% for homeowners)
- +3.2% in Spontaneous brand awareness (which increased to 4.3% for homeowners)
- +3.7% in Perception that "VELUX roof windows could transform my home" (which increased to 4.9% for homeowners)
- +3.7% in Spontaneous purchase consideration (which increased to 5.8% in homeowners)