

SUCCESS STORY

“Working with Bountiful Cow, The Value Xchange, and Sky on the 2020 Movember campaign, the collaborative approach we took and the way the team at Sky committed to both the cause and the campaign was outstanding. It was only through this collaboration that we were able to reach our target audience across so many touchpoints and help us achieve some very strong results during a very difficult year”.

Adam Cadman, Director of Campaign Marketing, Movember

Movember and Sky Media

Talent, Branded Content & Sky Presents Licensing: Mo Your Own Way for Movember

+36%

YoY increase in registrations

>3^m

abc1 men reached by the sheer volume of content

+60%

YoY increase in donations - the biggest increase in YoY donation value in the last 5 years



The Problem

In 2020, the shadow cast by Covid-19 shone a light on the importance of looking after our mental and physical health. Movember wanted to recruit 26% more fundraising Mo-bros YoY on the same budget as the previous year, but this wasn't just about reaching potential fundraisers. They wanted to create a deeper connection with the British public and make sure the meaning behind the moustache was clear.



The Solution

With over 10 dedicated sports channels reaching 32% of males in a month, Sky Sports was the natural home for Movember. Combined with significant increase in the demand for live sport once the Premier League returned, there was a real opportunity to rally mass participation. So, we set out to create meaningful content by sourcing sporting legends and pundits with a genuine interest and history in raising awareness of men's health. Collaborating closely with Sky Sports and Sky News editorial Heads, we created further opportunities to authentically integrate the Movember brand into Sky's programming.



The Plan

We focused on October's crucial window for registrations, with editorial support carrying into November.

- 3 x 10" Sky Sports Intros, preceding Movember's 30" TVC with Tom White, Will Greenwood & Johnny Nelson, aired on linear TV and snackable YouTube content with a native article and retargeting on Skysports.com, to drive sign ups.
- A weekly 12-15min Soccer AM Mo-Am live programming segment with sporting talent like Tony Bellew helped raise money for Movember, and was simulcast live across Sky One, Sky Sports Football and Sky Sports Premier League, as well as Soccer AM's Facebook, Twitter and YT platforms.
- Sky News interviewed Movember Chief Executive and The Vamps who were fundraising for "Move for Movember".
- Sky Sports News' Tom White showcased his Mo and Movember badge, as did Will Greenwood and Johnny Nelson on Sky Sports Boxing.
- Football Daily highlighted our 'Tash watch' with 8 Instagram stories and Joe Thomlinson posted 15 stories on his personal account about his Movember experience.



The Results

Post campaign research proved the success of the campaign:

- Significant increase in prompted awareness from **22% to 30%**.
- **21pp** increase in statement heycaar is 'a brand I'd be happy to use' amongst those with ad recall.
- **Over a third** felt the advert epitomised heycaar's key values of being "entertaining" and "fun"
- Further to this, words associated with heycaar are positive: Straightforward, Professional, fun and reliable
- Ultimately, **45%** are more likely to use heycaar having seen the ad!