



Drumond Park and Sky Media

The Redknapps Score with Sky & Drumond Park's Games Night In

+36%

Increase in brand awareness of Sketchy

+23%

Increase in consideration to purchase any Drumond Park board game

+17%

Increase in agreement that 'I would play Rapidough with my family at Christmas'



The Problem

Drumond Park wanted to refresh their media campaign with TVCs that cut through at the most congested time of the year - Christmas. They needed to connect with a family audience and increase purchase consideration through:

- Creative that highlighted the individual personality and tone of each game, and
- Media placements that complemented and exposed the games to the right audience at the right time.



The Solution

Sky Media worked collaboratively with Drumond Park, Republic of Media and the creative agency Recipe, in order to generate a creative solution that brought to life the family fun that Drumond Park board games offer. At the heart and centre of each animated creative, we used our iconic father and son duo - Harry and Jamie Redknapp to bring the visual to life with their voice overs.



The Plan

We created 4 different 30" TVCs where the duo battled it out with LOGO, Articulate, Sketchy and Rapidough - showcasing the humorous and raucous fun that can be had by all when playing Drumond Park's selection of games.

Next, we needed to build a new media plan.

- Due to Sky's unbeatable reach for families across multiple touch points, Drumond Park assigned their full budget to Sky to reach families at key viewing moments.
- Linear viewing was cherry picked and time targeted around content that indexed highly for their core audience.
- BVOD was specifically selected to ensure co-viewing moments were tapped into when their target audience were most leaned in.
- Sky Advance was implemented in order to reinforce the messaging and drive frequency with the right audience, pushing them closer to the point of purchase.
- We also digitally located viewers who hadn't seen the ad in the run up to Christmas to ensure maximum exposure when it was most crucial.



The Results

Post campaign research proved the success of the campaign:

- The activity successfully shifted consideration to purchase any Drumond Park game by **+23%** with The Logo Board Game seeing the strongest shift of **+6%pts** and increasing brand awareness of Sketchy by **36%**.
- The campaign led to a **17%** increase in agreement that 'I would play Rapidough with my family at Christmas'.
- The campaign saw strong cut through and recall, with exposed audiences being significantly more aware of seeing any Drumond Park ads (**+13%pts**).
- When shown the creatives, exposed audiences were significantly more likely to remember having seen them before (**Articulate +16%pts, Logo +21%pts, Sketchy +10%pts, Rapidough +15%pts**).