



## Sponsorship on Channel 5

### Crown Paints

+35pp

Increase in  
brand awareness

+12pp

Improvement in  
consideration

+11pp

Increase amongst viewers who  
were significantly more likely  
to recommend Crown Paints  
to family or friends



### The Challenge

In 2019, Crown Paints started their relationship with Channel 5 where the sponsorship outperformed all Linear predictions, reaching 19.5million ABC1 adults and over 120K households on VOD. Crown Paints wanted to build off their impressive results from the previous year and decided to continue their work with Sky Media in 2020 - this time with two key objectives:

- Increase brand awareness and improve perceptions
- Improve consideration of Crown Paints



### The Idea

**“Colouring our nation for hundreds of years”** – the strapline for Crown, meant that they were the perfect match for Channel 5’s Great British Stories strand. The content highlights the amazing regions and landscapes of Great Britain and allowed Crown to cement themselves as a proud British brand. Channel 5 offered Crown the scalability and flexibility they needed to be seen as a proudly British brand and to showcase the entire crown range, including Trade, Retail, and their outdoors paints brand Sandtex. With 3 different product brands, we created a sponsorship package to reach a large audience in the right context, to increase brand awareness; and to deliver one key message: Crown Paints has a variety of colours for different rooms, for both indoors and outdoors, to increase the brand perception and showcase the whole range.



### The Plan

The sponsorship on Channel 5’s Great British Stories strand ran for eight months (from 1st March – 31st October 2020) with premieres during peak viewing hours and repeats during off-peak hours.

The package spanned both Linear and VOD platforms, by sponsoring the Great British Stories content on Channel 5’s free-to-air Linear channel as well as Sky On Demand, the Sky Go app and Channel 5’s VOD app, My5.

For each 1-hour Linear episode there were 5 idents, each lasting 10 seconds, which were varied based on the three different product ranges - Trade, Retail and Sandtex.

The Great British Stories programming included the likes of:

- Secret Scotland (which was tuned into by over 8m viewers)
- Wild Britain
- Britain’s Lost Roman Roads
- The Railway 24/7



- Fergie and Andrew: The Duke & Duchess of Disaster
- Inside Waitrose: Britain's Poshest Supermarket



## The Results

The campaign was a simple, but effective one and outperformed against all Linear predictions!

- On Linear, we added an extra **125%** in value for our TVR's against Adults and **112%** for Adults OTS
- The most popular show on Linear was **Secret Scotland**, with 3 of the top 10 performing titles centred around the Royal Family
- TV sponsorship reached an impressive **18.4m** ABC1 Adults across the 8-month campaign, with VOD also reaching **311.14K** homes
- My5 was the most popular VOD platform, with **2.55M** impressions and reaching **199.32K** households during the campaign
- Across 3 popular platforms, VOD amassed **2.97M** impressions
- Mid-campaign research showed that Crown had achieved their core objectives, and increased brand awareness (**+35pp**) and improved consideration (**+12pp**)