



# Content Partnership Creating the First Ever Ad Funded Programme on Sky Arts

## My Greatest Shot: Shining a light on Adobe Lightroom

+11pp

Shift in brand awareness and product favourability\*

94%

Of viewers claimed to have taken action as a result of exposure to Lightroom

40%

Of respondents searched online for more information on Adobe's product



### The Challenge

Growth in smartphone penetration and the quality and ambition of user-generated photography content, have resulted in more people keen to improve their skills. Adobe's digital platform 'Your Shot, Your Story' addresses this by offering tips and tricks from professional photographers. To further enhance its success, **Adobe** was looking for opportunities to extend its offering into areas that would reach new audiences in key markets. Meanwhile, **Sky Arts'** popular series, 'Master of Photography' had recently come to an end. So, it felt like a picture-perfect moment for **Sky Media** and **Zinc Media Group** to join forces to embark on an idea for a fresh new photography series.



### The Idea

A pitch with Sky Arts Commissioning was arranged and the channel experts loved the idea of democratising the hobby, as it was closely aligned with their own strategy of making the arts more accessible. The concept of a new show, **My Greatest Shot**, was given the go ahead, subject to a brand fully funding the six-part series and investing in a media campaign to support it, in return for a peak slot launch and social media support. With such a significant level of investment required, it was clear the series would have to fit hand in glove with a funding partner's own KPIs and offer them something that no other opportunity could.



### The Plan

Zinc brought Adobe on board at the earlier stages to work collaboratively with production company Tern TV on development of the format, casting of photographers and the integration of Adobe Lightroom. This was done to add value for the viewer experience - the use of Lightroom as an essential phase of the development of each photographer's career-defining images.

To ensure the investment from Adobe would deliver the maximum impact - **social, print** and **digital** promotion extended reach and engagement of the series amongst a targeted audience of photo enthusiasts and creative professionals.

Additionally, culture and photojournalism magazine brand '**Huck**' was enlisted to create promotional content that included **double-page editorial interviews** and digital features with the series' contributing photographers - all directing their highly-targeted viewers to watch the Sky Arts series.

Sky Arts included **#MyGreatestShot** within the programme and pushed it out across **@skytv social channels** to drive engagement.

Huck's social media channels shared and promoted the content using **#MyGreatestShot** to achieve and exceed engagement and impression targets.



At Adobe, our mission is to drive creativity for all. While our tools are powerful for professionals, they're accessible to anyone with a story to tell, and Lightroom is the perfect example of this. We're proud that our partnership with Sky and the themes, creativity and personalities in the programme, inspired such a large proportion of people to try and produce their own greatest shot."

**Simon Morris, Senior Director of Marketing,  
EMEA Digital Media, Adobe**



## The Results

The activity in Sky's social channels exceeded all targets, and racking up just **over 1m video views** and **over 2.2 million impressions**. The series itself was also a massive success, delivering **over 11,000 downloads on Sky Arts VOD** – and making it the 6th most downloaded programme on **Sky Arts VOD** during Q4 2021.

Independent research from Differentology proved My Greatest Shot successfully communicated product purpose, and **significantly shifted brand awareness (by 11pp)** and product favourability with **7 in 10 claiming a more positive opinion** as a result. **94% of viewers claimed to have taken action** as a result of exposure to Lightroom, with **40% of respondents searching online for more information on Adobe's product**. And as a true testament to the quality of the production, this My Greatest Shot AFP partnership has also now been **shortlisted for a Broadcast Digital Award**.