

TRANSFER TALK

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Sky Mobile's Transfer Window Sponsorship: The Perfect "Switch"

+86%

Increase in Talkability
vs non-viewers (+20%
vs Sky Sports' Norms)

16,000

Incremental visits to the Sky
Mobile website (+14%) came
from Sponsorship of the
Transfer Window

+40%

Uplift in 80GB sales vs pre-
Transfer Window



The Challenge

In the league of mobile network providers, **Sky Mobile** has embarked on an impressive growth journey since its inception in 2016; swiftly securing 3rd position on the mobile network provider leaderboard in Sky Homes (only behind EE and O2). But with Sky Mobile's growth trajectory starting to slow and more potential for switching than ever, intensified by the ease of "text to switch" across the market, there was both a challenge and an opportunity on the horizon.

In the lead up to the iPhone 15 launch in September 2023, Sky Mobile, needed to cut through the noise of a saturated market and make it easy for prospective customers to change mobile networks with '**Text-to-switch**'. Strong **front of mind awareness** would be critical to **drive consideration, purchase intent** and most importantly **incremental sales**.



The Idea

Insight revealed that Sky Mobile's early success had happened through converting existing Sky customers – making up a massive **70% of their sales**. Yet, with **mobile subscriptions in only 18% of Sky Homes**, there was lots of headroom for growth within Sky's customer base. Drilling into more detail, we found **85% of Sky Sports customers and 83% of Premier League football fans used competitor networks**.

By zoning in on Sky Sports' audience to drive urgency ahead of the iPhone 15 launch, we identified an opportunity to align with football's **biggest "switching" moment** – the **Transfer Window**. This notoriously high-tempo, time-sensitive period in the football calendar, made it the perfect contextual window to highlight the 'Switch' messaging before the iPhone launch.



The Plan

With 1,500+ transfers taking place, worth a reported £1.9bn, UK football fans tuned in to **Sky Sports News'** Transfer Window coverage as journalists, pundits and agents shared live updates on rumours and transfers. Sponsorship idents were strategically placed across the full breadth of Transfer programming like **The Transfer Show, Transfer Talk, The Countdown Clock, and Transfer Deadline Day** (TDD) itself, creating credible alignment with switching stories across TV and digital.

Leveraging Sky Sports News' IP – the iconic black and yellow L-shape screen design, typography, and talent voiceovers – we crafted a **contextual 'Transfer Deadline' TVC**. Sky viewers were prompted, via a **QR code**, to visit a



“Sky Mobile’s Transfer Window sponsorship clearly demonstrates that when collaboration and creativity are at the heart of a partnership, great results can be achieved! From brilliant on-screen idents and branded content to bespoke customer transfer offers and activations that leveraged Sky Sports News’ iconic IP, each part of the Transfer Window partnership worked in unison to promote Sky Mobile’s ease of switching messaging. The partnership has been such a success that we have extended our contract for 2024, which will see us not only sponsoring the Summer Window, but the January Window as well, giving us the perfect opportunity to encourage even more customers to transfer to Sky Mobile.”

Pierre Coppin, Dir. of Commercial, Marketing & Propositions, Sky Mobile

Sky Mobile landing page where new signings could access a bespoke transfer offer: **80GB for only £18 per month for new iPhone customers if they signed up before the deadline of 23:00 on 1st September.**

With transfer rumours circulating and deals confirmed by the minute, Sky Sports’ highly engaged **IG, FB and TikTok** accounts, were key to driving affinity with fans. We created a social series of branded **‘Switch of the Day’** updates hosted by Sky Sports talent **Dharmesh Sheth** and **Adam Smith** – updating viewers around transfer murmurs e.g. Mo Salah leaving Liverpool. We extended reach of Sky Sports News’ transfer updates across **YouTube** to ensure fans didn’t miss a story and embedded Sky Mobile in topical football conversations.

To get the nation talking about Sky Mobile’s Transfer offer, we tapped into the iconic **Harry Redknapp** – football’s greatest wheeler dealer, with a career covering over 130 player transfers (£226m!) and synonymous with TDD from his trademark interviews to SSN from an open car window in the middle of the night.. **‘Arry hit the streets of London**, car door in hand, engaging potential customers through live ‘car window’ interviews on the benefits of switching to Sky Mobile on TDD.

Shared across IG, FB and TikTok, reaching **30m followers**, the PR stunt stirred up **98 pieces of coverage** (incl. 10 National hits) related to Sky Mobile’s switch offer.



The Results

Sponsorships are often intended to drive longer term brand metrics, but with a short campaign window and an immediate sales opportunity, we wanted to understand the campaign’s impact throughout the funnel, measuring brand out-takes, online response and incremental sales.

Sponsorship effectiveness: Research, conducted by **Savanta**, showed substantial increases in key behaviour metrics across the board that even trumped **Sky Sports’ Norms** (SSN):

- **Advocacy +48%** vs non-viewers (+17% vs SSN); **Talkability +86%** vs non-viewers (+20% vs SSN); **Intent +49%** vs nonviewers (+21% vs SSN); **Consideration +70%** vs non-viewers (+10% vs SSN) - placing Sky Mobile joint top with O2; while amongst non-viewers Sky Mobile ranked 5th.
- Sky Mobile was seen as the perfect partner for TDD with an **appropriate sponsor (synergy) score of 90%** amongst viewers (+8% vs SSN) and delivered a **69% uplift in brand image** (vs. non viewers).

Online response results:

- Sponsorship of the Transfer Window drove almost **16,000 incremental visits to the Sky Mobile Website (+14%)** between July & September, with linear spot driving an additional **4,000 visits in the final week**
- Performance improved over time as frequency built and Deadline Day approached, with **over 50% of the attributed visits coming in the final three weeks of the Sponsorship.**
- Deadline Day itself was the most effective day of the campaign with **over 1,300 visits coming from linear and 1,300 visits from Sponsorship on the final day.**

Sales results (offer redemption):

- **+40% uplift in 80GB sales** vs pre-Transfer Window