



slay

The Power of Targeted Solutions  
at Sky

ENGAGEMENT X REACH X VALUE = RESULTS

*Believe in Better*

*Better*

ENGAGEMENT X REACH X VALUE = RESULTS





CHOICE



COMMITMENT

A platinum  
age for TV  
content



CRITICALLY ACCLAIMED



TALKED ABOUT



TVs ARE BETTER THAN EVER

2x

TV SIZE

3x

INVESTMENT

4K

HD

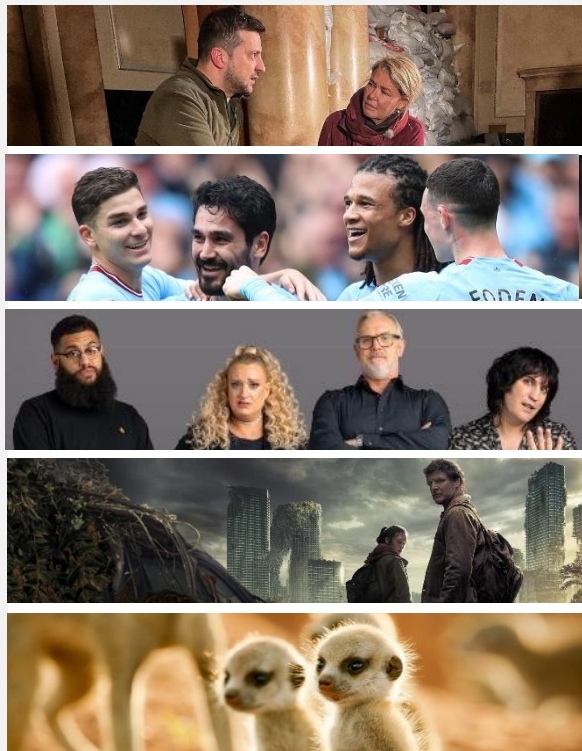
More  
Premium,  
More  
Platforms

GREATER RANGE OF  
PLATFORMS

+28%

RECALL VOD +  
LINEAR

# A major global player in world class content



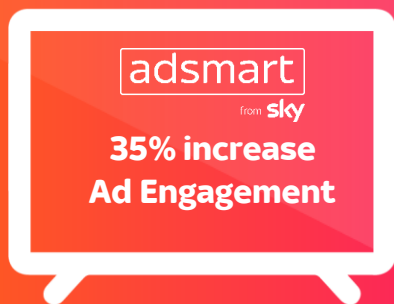
Content Pillars

sky max sky cinema  
sky showcase  
sky sports sky arts  
sky news sky atlantic  
sky crime sky HISTORY  
sky comedy sky nature  
sky documentaries

Trusted Brands



Award Winning



ADDRESSABLE



NEW TECH



CONTEXTUAL



NEW FORMATS

Innovating to  
deliver even  
more  
engagement

*Better*

ENGAGEMENT X REACH X VALUE = RESULTS



# Enabling customers to discover more content they love

LIVE

ON DEMAND

YOUTUBE







# sky

adsmart

from **sky**

Succession 3  
**sky** atlantic

...and target them at scale across our addressable media platforms

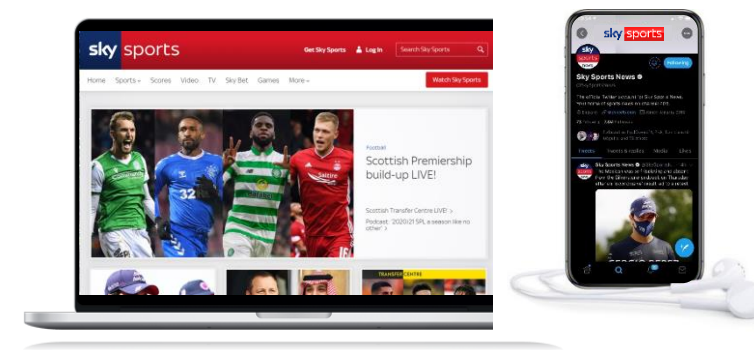
LIVE TV



ON DEMAND



DIGITAL



## Best of TV

Large audiences quickly

Highest quality content

Established measurement



# adsmart

from **sky**

## Best of Digital

Highly targeted

Accessible

Customer response  
tracking

 YouTube Google f





**+4,000**

*Advertisers*



**75%**

*New to tv*



**75**

*Of the UK's top  
100 advertisers*



**70%**

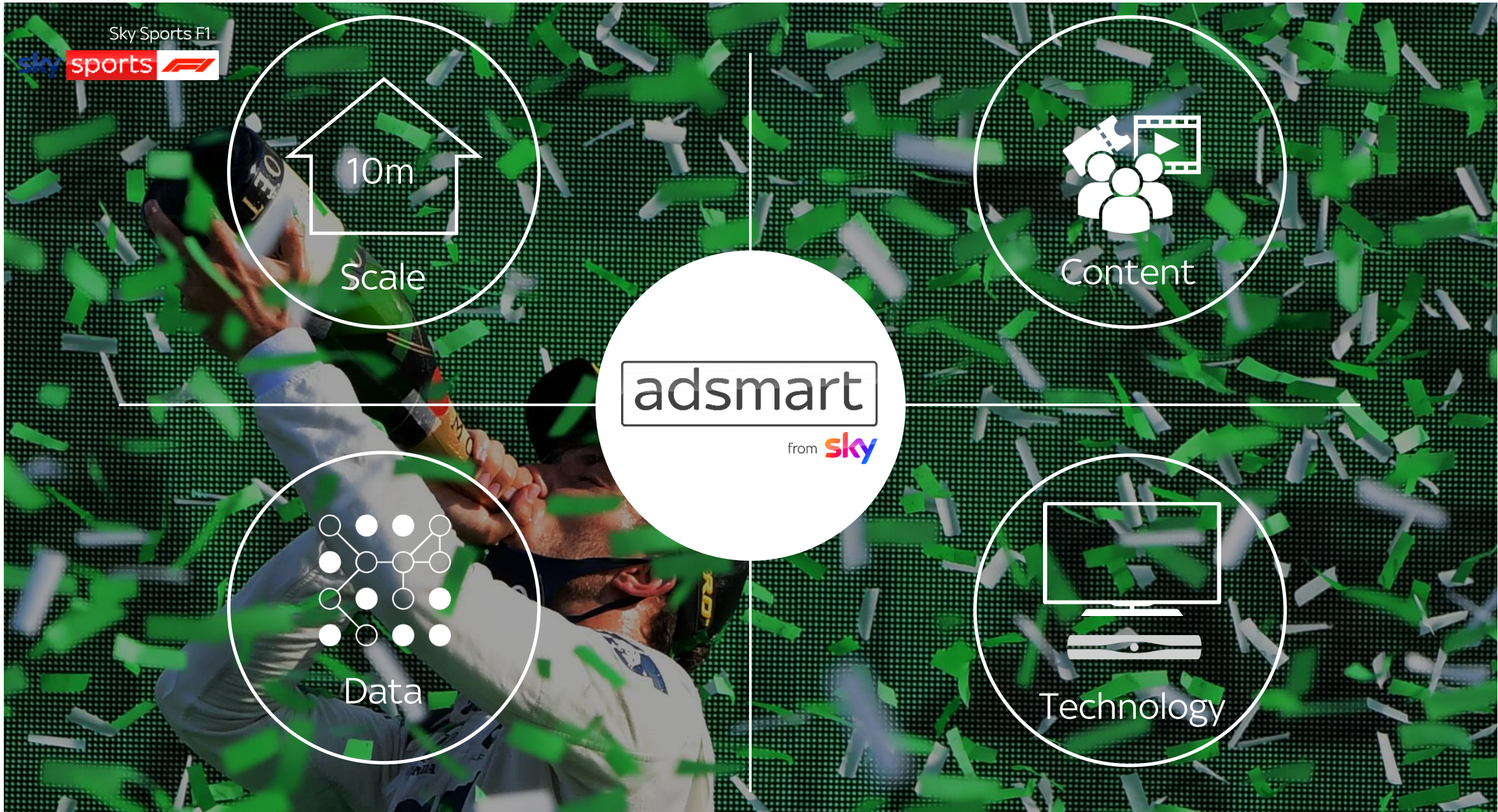
*Repeat business*

Brassic 3

**sky max**

How does it work?







# Brand safe for the Fostering and Adoption

adsmart

from sky

Click on the icon's below to view the TV Ads

Norfolk  
Fostering  
Service



Wakefield Council  
working for you



fostering  
in Somerset



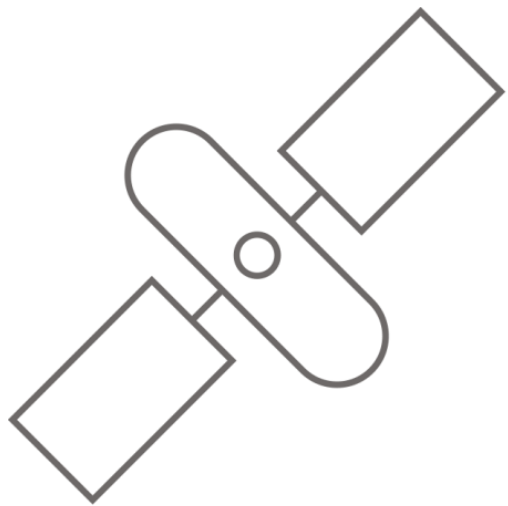
care  
without  
compromise



Hampshire  
County Council







1

Household data is stored on Sky viewing card



2

Relevant ads for that household get sent to the box via the satellite



3

When an AdSmartable spot is identified, the Sky box chooses the most relevant ad for that spot



4

That ad is seamlessly served over a linear ad in the broadcast stream



**Home Moving** = Pending Home Move



**Affluent family with Kids** = Yes

# AdSmart enabled channels



\* Sky Sports channels – excludes live programming

\*\* Sky Sports News – excludes GSS and Transfer Deadline Reports

# Data: a deep understanding of every household

Proprietary 1<sup>st</sup> party data



Mapped to market-leading 3rd party providers





# Building an audience

## Geographical segments

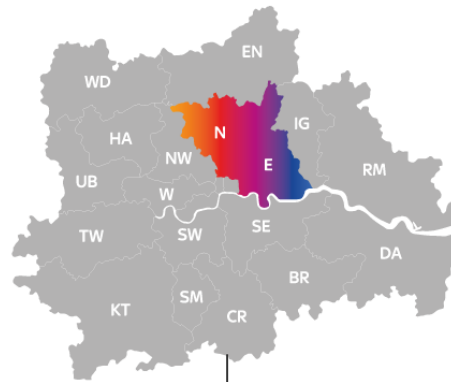
\*Custom-built segments

AdSmart allows you to pick your ideal audience from hundreds of combinations, so you can be sure only the right households are seeing your ad at the right cost for you. You can combine by location and household attributes to best suit your needs.



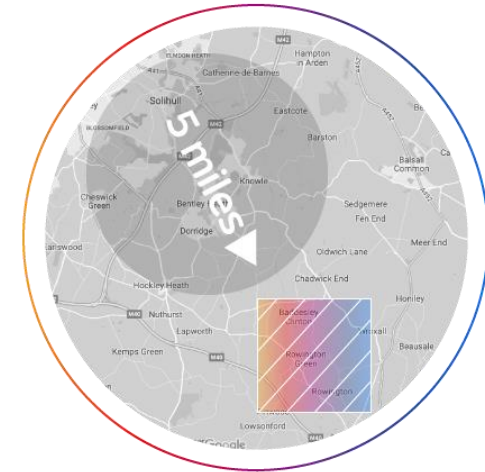
Area

BARB Region  
Met Area  
Local Authority



Postcode

Postcode Area(s)  
Postcode Sector(s)\*  
Postcode District(s)\*



Catchment area

Selected box  
Radius\*  
Drive Time\*  
Delivery/service Area\*

*Better*

ENGAGEMENT X REACH X VALUE = RESULTS

# Delivery Measurement

## 75%+ Viewability



Game of Thrones  
**sky** atlantic

*Better*

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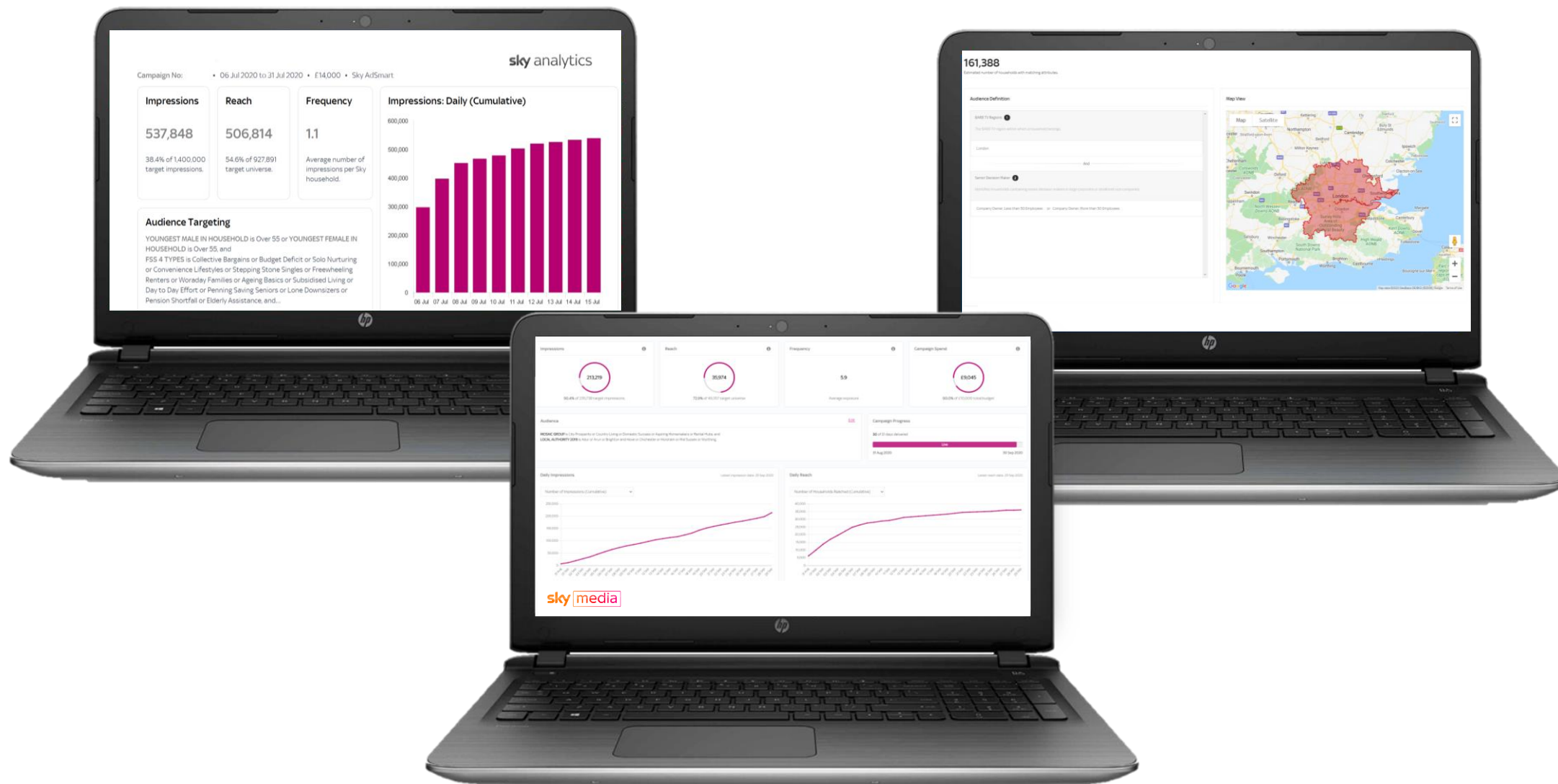




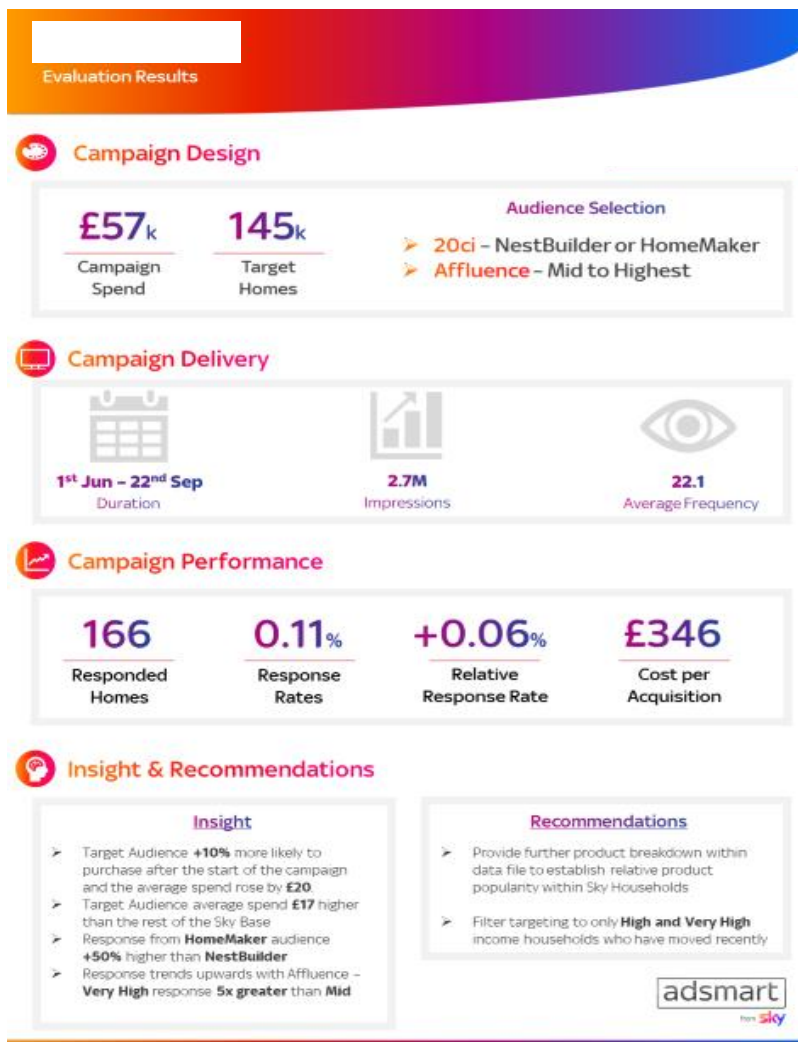
# Measurement & Campaign Evaluation



# Weekly Campaign Reporting



# Measuring your campaign performance..



## Brent Council Fostering Case Study



### Background

Brent Fostering plays a crucial role in supporting the community of the London Borough of Brent by providing the necessary training, alongside flexible and dependable fostering choices. This include identifying and appraising prospective foster parents for children residing in the borough and providing sustained assistance to current foster carers.



### Idea

Their aim was to educate the community on the processes of fostering and its benefits. They were eager to increase the quality and number of informed leads and would monitor its efficacy by tracing web traffic and prospects understanding of the process having visited their website.



### Campaign targeting

Based on Brent Fostering's learnings, we identified the key characteristics of individuals who are more receptive to fostering. We found older more affluent women as better inclined to learn about the fostering process and take it into consideration. We took this into account when planning the campaign.



*AdSmart had a noticeable impact on helping us reach the right audience for fostering through its granular targeting capabilities.*

*Delivering the key message into family homes was crucial in order to raise awareness about fostering in the local area, and we saw that it can have a powerful effect.*

**Catalina Leahu, Marketing and Recruitment Officer, Brent Fostering**



### Results

# +35%

Increase in web traffic over the duration of the campaign

They experienced a 35% surge in comparison to the last two months when they exclusively ran Facebook and Google Ad campaigns.



**Leads were of a higher quality, and better informed**







## Hampshire County Council Fostering Case Study



### Background

Rated outstanding by Ofsted, Hampshire CC provides ground breaking support, quality training, flexible and robust fostering opportunities for its community. The council finds and assesses new foster carers for the children of Hampshire along with supporting their current foster carers.



### Idea

The council had a number of objectives with this campaign: To raise awareness of fostering during the winter months, To increase registrations by new foster carers, To inform the public of the success achieved so far by Fostering Hampshire Children.



### Campaign targeting

With insight from the Council's own research we were able to highlight the Local Authority areas that showed the highest likelihood to foster, and then overlayed that with key Experian mosaic types which showed highest propensity to foster allowing for further efficiencies. .



*AdSmart played a vital role in helping us deliver our objectives on this winter fostering campaign.*

*It offered us a unique way to really target the households we believe can make a difference. and delivering the ad on a large screen, in what is a uniquely family environment has real impact too.*

**Josh Pearce, Marketing Manager, Fostering Hampshire Children**



### Results

**+200%**

Increase in web traffic against target & record newsletter sign ups

**+50%**

Increase in formal firm fostering enquiries compared to same period previous year

**Higher Quality Leads**

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LGcomms



Sing 2

sky cinema family

# Video Production

It's a myth that TV production is expensive

Working with recommended production companies  
helps smooth the process

A Call to Action + A Voice Over

Every TV ad needs to be Clearcast approved

[adsmartfromsky@clearcast.co.uk](mailto:adsmartfromsky@clearcast.co.uk)

[www.vimeo.com/adsmartfromsky](https://www.vimeo.com/adsmartfromsky)



## 3 Available Campaign Creatives

Below are 3 campaigns creatives used by a variety of councils. Sky will repurpose the ad chosen by you for free (normal value is £2,000), on the understanding you make a minimum commitment to AdSmart when booking a media campaign



JMS



Liquona



Fork The Waffle

[www.adsmartfromsky.co.uk/lgcomms](http://www.adsmartfromsky.co.uk/lgcomms)

adsmartfostering







sky atlantic

The Last of Us





Plan



Execute



Evaluate



Re-plan

sky atlantic

The Last of Us





sky atlantic

The Last of Us





Plan



Execute



Evaluate



Re-plan





The power

Of TV

enhanced