

Welcome

Here is your latest news blast from Sky AdSmart



Hughes use Sky AdSmart to switch on TV advertising

Founded in Lowestoft in 1921, Hughes is a true family business focussed on renting TV's and appliances. In 2016 they won the Domestic and General Internet Retailer of the year award having been voted the best electrical website by more than 250,000 customers. We're delighted that such a long established and successful business has chosen Sky AdSmart for their first ever TV campaign in their 96 year history. The campaign targets 16 - 44 year olds in the affluence groups most likely to be in market for renting TV's and domestic appliances.



SkyTrak swing into action using the power of TV

SkyTrak is a realistic and real-time golf practice and play system from the USA which connects wirelessly to your iPad or PC, then accurately captures and displays launch and ball flight data as soon as you hit the ball. It means you can play golf, rain or shine, 365 days a year, without a tee time, in the convenience of your own home! SkyTrak have chosen Sky AdSmart as their preferred platform to launch the product in the UK targeting affluent homeowners in ten golfing postcode hotspots in England likely to own homes large enough to accommodate a SkyTrak system.



Shen Yun dance their way to success with Sky AdSmart

Shen Yun are a world leading classical Chinese dance and music company. Originally from New York they have 5 companies touring the world simultaneously, delivering 150 shows a year. To support their UK tour they are using Sky AdSmart in March to promote their shows at the ICC in Birmingham. Targeting affluent women in the Birmingham metropolitan area the tickets were a sell out, so we look forward to working with them again when they bring their unique, mesmerising show back to the UK.



Dogs Trust seek out potential dog owners using geo-targeting

The Dogs Trust is the largest dog welfare charity in the UK with 21 re-homing centres from which almost 13,000 dogs found new homes in 2015. The trust generates approximately £90m a year from donations, legacies and membership fees so they are entirely reliant on the generosity of their supporters. This month they are using Sky AdSmart to encourage support from 35+ women within a 60 minute drive-time of their centre in Evesham, Worcestershire, which we hope will be the first of many Geo-targeted campaigns.



Glasgow Memory Clinic use Sky AdSmart to inspire support

The Glasgow Memory Clinic is dedicated to improving the treatment of Memory Impairment, Alzheimer's disease and Dementia. Its aim is to help and support those with a wide range of memory difficulties and to ensure the highest standards of care and attention for those participating in their research programmes. They have contributed to numerous national and international research studies. Their current Sky AdSmart campaign is aimed at encouraging 55+ adults in the Glasgow area to participate in studies at the clinic to allow a much deeper understanding of how to improve treatment for these conditions.

Sky AdSmart is the revolutionary approach to TV advertising which levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV. With Sky AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences.

There are thousands of combinations to choose from when selecting the audience that sees your ad. Households can be selected based on 1200 factors, take a look at just some of them below.

Pets



Regions



Age of Kids



Home Ownership



Fashion

