

Welcome

Here is your latest news blast from Sky AdSmart

300!

Sky AdSmart tops 300!

New to TV brands using Sky AdSmart passed a significant milestone last month. Over 300 “new to TV” brands have now booked Sky AdSmart campaigns. We think there are 2 main reasons behind their decision to include Sky AdSmart in the media plans; they like the fact that they are only advertising to Sky households that matter to their business, and that they only pay for those households that have seen their ad. Maybe it's time to explore what Sky AdSmart could do for you?



A return trip to Sky AdSmart for Exodus Travel

We are delighted to welcome back Exodus travel who have just booked their second campaign with Sky AdSmart. They are a specialist “adventure holiday” travel company offering over 450 itineraries in over 90 countries including alpine treks, African safaris, and journeys by bike to the world's cultural wonders. They feature a range of activity levels so Exodus wanted to target 35+ year old Mosaic groups that index highly for multiple holidays a year.



Jinn are ‘appy’ to strategically use Sky AdSmart in their key cities

Jinn is the app for the busy city resident. It allows you to browse from thousands of menus and order from any restaurant or store in your city. Jinn couriers buy it on your behalf, and deliver it to you. It allows customers to track their courier in real time through every step of the process. Jinn's proposition is “demand driven” because customers can order anything they choose and aren't restricted to a catalogue of items or a single vertical, such as restaurant food, in the case of Deliveroo. Sky AdSmart is a key part of their marketing strategy with a new campaign running in London, Birmingham, Edinburgh, Glasgow and Leeds.



WhosOff

WhosOff is a well-established, market leading employee “leave management” system with over 2000 business customers around the world. Their campaign on Sky AdSmart is targeting owners and Director of companies with less than 50 employees - a target audience that is notoriously difficult to reach in an impactful way. Almost 500,000 Sky households are home to owners and directors of companies, so Sky AdSmart is becoming increasingly popular as the medium of choice for a wide range of B2B service providers.



New Covent Garden Soups

New Covent Garden Soup are a premium soup brand trying to reach the “working lunch” buyer. It's available nationwide in most leading supermarkets and Sky AdSmart has been used in conjunction with their social media & outdoor advertising campaigns as part of the “Love your lunch life” campaign this winter. Sky AdSmart allows them to exclusively target office workers in a selection of metropolitan regions and encourage them to change their conventional lunchtime choices to include soup!

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 factors such as age, location, life style or even if they have a cat!