

Welcome

Here is your latest news blast from Sky AdSmart



Goodwood Festival of Speed is off to a flying start with Sky AdSmart

When it comes to communicating excitement, we think nothing does that better than TV. When it comes to an exciting event, the Goodwood Festival of Speed has to be one of the best. It's an intoxicating mix of cars, stars, and motorsport royalty that comes together for 4 days from June 29th. This month their high performance campaign launches on Sky AdSmart targeting affluent car owners in postcodes within an hour of this iconic venue.



Axminster tool up for targeting with the power of TV

Axminster Tools are a 40 year old family business offering an extensive range of quality, value for money tools and machinery. Their first campaign on Sky AdSmart has used our "Geo-Flex" targeting capability to restrict the campaign to key areas around their 8 branches across England and Wales, isolating Sky households that share the same Experian Mosaic profile as their existing customer base.

"Suffice to say the entire campaign has been extremely well received and sales were impressive, they've since plateaued at a higher level across all brands in the two months post campaign, which suggests the new faces we pulled in have come back for more."

Lisa Prescott, Account Director, Chalk Ward Advertising.



Essex County Council foster their relationship with Sky AdSmart

Being able to target potential foster carers has been an aspect of Sky AdSmart highly valued by a number of local authorities, but the recent experience of Essex County Council has led to this compelling testimonial from **Gareth Burton, Senior Communications Officer;**

"Enquiry numbers during the first fortnight after the Sky ads went live were up by 280% compared with the same fortnight last year and up 135% compared with the preceding two weeks this year. Page views on the main fostering webpage went up 10,000% for January 1-18, compared with January 1-18 last year (with a notable spike after the Sky ads went live on January 9)...."

We are delighted that they have immediately booked a second campaign.



Royal Canin use Sky AdSmart to purrfect their advertising

Being able to target households that are home to dogs or cats isn't something you would expect to do using TV advertising - but Sky AdSmart are pleased to welcome another specialist pet food advertiser who is doing exactly that. Royal Canin diets provide precise nutritional solutions to your pet's needs based on extensive knowledge of cats and dogs. Royal Canin dogfood takes into account age, activity, breed, size and lifestyle - so taking a targeted approach to advertising these specialist products to pet owners makes perfect sense.

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

