

Welcome

Here is your latest news blast from Sky AdSmart



Urban Golf swings into TV advertising for the first time

Urban Golf have been bringing the delights of indoor golf to Londoners since 2004. The alarmingly realistic simulators mean that you can combine the greatest game in the world with music and some fine libations whilst you play. They describe it as "sleeveless, beer-filled, music accompanied golf in all its glory" - which sounds better than the real thing! Their Sky AdSmart campaign in January is the first time Urban Golf has used TV advertising. It aims to encourage new customers to visit their venues in 3 London centres regardless if they have played the game before.



Homeworld targeting affluent customers in a specific location

If you are a home-owning, affluent Sky customer in East Dunbartonshire, Falkirk, North Lanarkshire you are unlikely to miss the new Sky AdSmart campaign for Homeworld - the first of its type to run with us in Scotland. This family run specialist business have been designing and installing kitchens, bedrooms and bathrooms in Scotland for over ten years. Their high quality TV ad is designed to encourage relevant Sky customers to visit their showrooms in Falkirk and Kirkintilloch - and we hope that it will be first of many.



SureSet Permeable Paving, absorbs a new form advertising

SureSet having been leaders in the resin bound paving market since 1997. Keen to highlight that the quality of their product is underpinned by an 18 year guarantee, they turned to Sky AdSmart as a means to reach affluent homeowners most likely to be in market for home improvement services like theirs. We are delighted that they have launched their first ever TV campaign with us. Its running in the Birmingham and Bournemouth postcodes and hopefully coming to a postcode near you soon.



GRS Footwear is a good fit for Sky AdSmart

One of the oldest shoe retailers in the UK, and the first independent shoe retailer to run a Sky AdSmart campaign made its welcome debut this January. GRS have been trading since 1880 and are now a major distributor for a wide range of leading footwear brands. Their first ever TV campaign will be running in a selection of postcodes that are closest to their outlets in the North of England and on the South Coast.



Arighi Bianchi back for their 4th Sky AdSmart campaign

What links Lake Como in Italy with Macclesfield in Cheshire? The answer is the iconic furniture retailer Arighi Bianchi who's founding fathers travelled from Italy in 1854 to set up shop in the North West of England. The business prides itself on its reputation for quality and assurance, and at Sky we think nothing conveys those key messages better than TV advertising. We are delighted to welcome them back for their 4th Sky AdSmart campaign.

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!