

Welcome

Here is your latest news blast from Sky AdSmart



My Family Vets inject targeted TV into the mix

Being able to advertise exclusively to pet owning Sky customers is why My Family Vets have joined the growing list of Vets using Sky AdSmart. The Group are based in Bath and are launching their highly targeted TV campaign to promote 172 practices nationwide. To make their Sky AdSmart campaign even more effective Sky have developed some bespoke "Geo-targeting" to specifically isolate pet owning Sky households within an average of 5 miles from their practices.

Debono & Hamilton
The Tax People

Sky AdSmart isn't a taxing option for Debono and Hamilton

It's the tax year end so we are delighted to welcome Debono and Hamilton Forensic Accountants to Sky AdSmart with their first ever TV campaign targeting Sky customers who are also Business Decision Makers in selected postcodes in North West London who might be in need of their high quality, friendly, highly effective tax advice. They have a tremendous track record helping businesses with their tax affairs and want to spread the word to the Small Business Community using Sky AdSmart



BioFreeze ice-olate their audience using Mastercard targeting tool

Performance Health are a leading supplier of rehabilitation and medical solutions. With over 12,000 different products we are delighted that they have chosen Sky AdSmart to launch a campaign for BioFreeze – a leading pain relief gel, roll-on, or spray which replicates the effect of ice on sore muscles and joints. They are also one of the first to use our new Mastercard targeting tool, which in this instance uses Mastercard transactional data to isolate Sky households who buy pharmaceuticals from Boots and Superdrug stores.

MANNING & COMPANY
Independent Financial Advisers

Manning & Company count on Sky AdSmart

The end of one tax year means the beginning of the next, and Manning & Co are using AdSmart to reach informed investors in the west-country. Based in Devon this respected and well established firm provides financial guidance to individuals and businesses alike. Their services include savings and investment, retirement planning, pension advice and mortgages and Sky AdSmart allows them to target their campaign to relevant Sky households in the Plymouth and Truro postcodes.



Ashton & Parsons take their first steps into TV

Not long ago natural remedies for infant teething problems would have been far too niche to consider TV, but as Sky AdSmart can isolate households that are home to babies aged 4-6 months all that has changed. Ashton & Parsons, a 150 year old company is breaking new ground with its first ever TV activity, and the really good news is that as the teething babies grow out of that phase, the data set is refreshed every month to make sure future campaigns reach a new audience of households with young babies in need their natural, herbal remedies.

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

