

## Welcome

Here is your latest news blast from Sky AdSmart



### Evans Halshaw book their 50th campaign!

Evans Halshaw are part of Pendragon plc – the UK's number 1 car dealer group – and this month sees them book their 50th consecutive campaign on Sky AdSmart. Their campaigns show how easy it is to buy or sell used cars via their extensive network. In their recent interims Trevor Finn, Chief Executive, commented: *"The business continues to perform strongly with underlying profitability up by 9.7%, as we achieved a near doubling of profitability in three years. The underlying trends in the aftersales and used vehicle markets provide a strong tailwind. Our performance is due to our focused strategy, the online growth of our brands and strong processes, helped by the launch of 'Move Me Closer' and 'Sell Your Car'."*



### Deans Taxi's rides again

If you are a Sky customer in Newcastle then the chances are that the cartoon couple in the charming Deans taxis TV ads are famous in your house. These great but wonderfully simple ads show the local taxi-going public how easy it is to use the Deans Taxis app, and how useful it can be when you need to get somewhere in a hurry! In a market facing unprecedented innovation, we are delighted to see Deans Taxis running their second campaign to further cement their brand in the minds of the audience that matters to them.



### Mr Porter, generated a ROI of 3.4 to 1

MR PORTER.COM the award-winning global retailer used Sky AdSmart as part of a multi-media advertising campaign to raise brand awareness and encourage gifting from its website in the run up to Christmas last year. MR PORTER was able to ensure its ad was only seen by an audience significantly more likely to be in the market for luxury fashion gifts.

The campaign delivered thousands of incremental orders with 27% coming from new customers. Overall the Sky AdSmart campaign generated a ROI of 3.4 to 1 and had already paid for itself in full halfway through the campaign period.



### Arnold Clark

Arnold Clark are Scotland biggest car retail group and one of the biggest in the UK. We are fortunate to work with lots of car retail groups at Sky AdSmart, but this one is one of our favourite car dealer ads. It makes you want to go and visit one of their many dealerships! It's a really cleverly made film which apparently features lots of Arnold Clark staff....a talented bunch!

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!