

## Welcome

Here is your latest news blast from Sky AdSmart



### McLaren Automotive launch 1<sup>st</sup> TV ad

In early 2016 McLaren Automotive ran a pan European digital advertising campaign to launch 2 new, affordable supercars - the 570S and the 560C. We were delighted that the only element of TV that they included was a Sky AdSmart campaign targeting the top 2% of households (in terms of affluence and propensity to buy UK manufactured sports cars) in the vicinity of their 5 UK dealerships in London, Windsor, Birmingham, Manchester and Glasgow.



### Easigrass grew their business with Sky AdSmart

The Artificial Grass Company felt that a Sky AdSmart TV campaign would be a great fit for them. The initial reaction was that TV advertising was too expensive for a company of their size. However once the benefits of using Sky AdSmart were explained, they ran their first campaign in May, during which they saw a 20% increase in sales leads compared to the previous month. Another 2 campaigns were booked for June and July.



### "Exciting seeing my business flourish"

HeatGuard wanted to increase brand awareness in the Sheffield postcode and increase sales of Triple Glass Windows and Guardian Roofs. The campaign was a huge success - HeatGuard had to employ 3 additional teams to help with the work load. Mark Eales, Managing Director commented *"This is financially the best year in HeatGuard history and we have recently completed 2 campaigns with Sky AdSmart. I can honestly say it has been very exciting seeing my business flourish by advertising on Sky AdSmart"*



### Huddersfield Town FC – A record for sales

Huddersfield Town Football Club targeted the 515,000 Households located within the 60 minute drive of the football club with the hope of increasing Season Card sales from 11,000 to 15,000.

The club sold a record 15,083 Season Cards for 2016/17 thanks to Sky AdSmart.

Jonathan Wilkinson - Marketing Co-Ordinator HTFC The Sky AdSmart Campaign was key to helping us achieve our season ticket sales target and the feedback we got from fans (about seeing HTFC on TV) was great.'

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!