

## Welcome

Here is your latest news blast from Sky AdSmart

### BrandAttic

#### Brand Attic try on Sky AdSmart

Brand Attic is a Manchester based online fashion store designed and built to surprise you. According to Stylist Magazine "Brand Attic's impeccable directional collection has fast become an industry favourite". They are an online store that places as much importance on the actual experience it provides as the brands in its portfolio. Their first series of Sky AdSmart campaigns targets women identified as buyers of ladies clothing using the MasterCard data set, combined with those that are also early adopters of, and most likely to use, technology for shopping online.



#### Drayton Motors put their Sky Adsmart advertising into fifth gear

Drayton Motors are a Lincolnshire based Kia franchise and we are delighted to welcome them back for their 5<sup>th</sup> consecutive Sky AdSmart campaign. One of the challenges faced by car retailers is how to get conquest customers to make time to visit the dealership. We think the Drayton Motors TV ad does this brilliantly. Using a combination of real footage and 2D animation, Darren (General Manager) and his staff provide the authentic voiceovers for the animated caricatures of themselves. It's compelling and reassuring. Plus the fact that they keep coming back suggests that it's working too!



#### The NCA use targeted advertising to fight back against crime

The NCA is dedicated to fighting organised crime. With 4,200 officers across the UK and around the world, they focus on important issues such as sexual exploitation, cyber-crime, human trafficking and illegal firearms. Their current and inaugural Sky AdSmart campaign is aimed at young people from disadvantaged backgrounds in major UK cities, that may be drawn into criminal networks where illegal guns are involved. The calling of a snap election meant that the campaign had to be paused suddenly but has since been reinstated - the flexible nature of Sky AdSmart meant that this was easily accommodated.



#### One to One Midwives welcome their first TV campaign

One to One Midwives are a midwifery service, commissioned by the NHS to provide services in the community in support of, and in conjunction, with GP's. Launched 7 years ago, One to One provide a free personalised service that places women and their families at the heart of everything they do. Sky AdSmart's ability to target expectant mums and mums of children aged 0 - 12 months (using data from Emma's Diary) is why this is their first time on TV. Campaigns are running in Essex, Cheshire and Liverpool.



#### Mattressman sleep easy with geo-targeted advertising

Mattressman are the UK's biggest online mattress specialist, selling hundreds of mattress models from top manufacturers like Silentnight, Hypnos and Sealy. Based in Norwich they have 20 stores in East Anglia, the Midlands, London and the Isle of White. Their agency (Denfield) used existing Mattressman customer data to inform their choice of Experian Mosaic types that allowed us to create a "lookalike" audience in postcodes around their stores that share the same characteristics. They therefore should be more likely to respond positively to the ad.

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

