

Welcome

Here is your latest news blast from Sky AdSmart



Sky and Virgin Media

Sky & Virgin Media have announced a strategic partnership that will enable businesses both big and small to benefit further from advanced TV advertising across both Virgin TV and Sky platforms. Advertisers will be able to target a potential audience over time of more than 30 million viewers; putting it on par with leading social networks. Using market-leading technology, underpinned by in-depth customer data, the partnership will transform the scale of addressable TV advertising in the UK and Ireland, giving brands the ability to target audiences whilst utilising the attractive, quality and brand safe environment of TV.



Raymond Weil use targeted advertising for the first time

Following in the footsteps of McLaren Automotive, we are delighted to welcome another elite brand to Sky AdSmart. Raymond Weil is an iconic Swiss watch maker whose products are stocked by specialist watch retailers all over the world. Their first Sky AdSmart campaign uses Experian Mosaic data to target potential purchasers of premium brand watches around retailers based in Manchester and Hull.



Pockit help with profits using Sky AdSmart advertising

Over eight million people in the UK do not have a bank account - which often means missing out on advantages such as Direct Debit payments and cheaper prices online. Pockit's mission is to change that with a pre-paid Mastercard account that is available to all, regardless of income or credit status. Pockit allows customers to have their wages and benefits paid in directly or fund with cash at 28,000 locations across the UK, as well as by Debit Card and bank transfer. They have chosen Sky AdSmart to launch a campaign targeting 35 - 54 year old men that are less likely to have bank accounts in Liverpool, Manchester and Birmingham.



Glasgow Subway transport their advertising with Sky AdSmart

The Glasgow Subway is a 15 station underground network linking the centre and west areas of the city. It's run by the Strathclyde Partnership for Transport (SPT), the largest of Scotland's seven regional transport partnerships. The Subway is world's third oldest underground railway and is one of the few in the UK remaining in public ownership and 'vertically integrated' with other transport systems. SPT are using Sky AdSmart to drive passenger numbers and season ticket purchase and we hope will be the first of many local transport authorities to engage with new and existing passengers in this way.



Hyper Trax take the Sky AdSmart route to advertising

More media innovation from Glasgow. East Kilbride has many unique features but an indoor electric motocross venue for kids isn't one you would expect. Hyper Trax provides a unique indoor experience and loads of safe but adrenalin-fueled fun for kids from 5 upwards and adults of all ages. It has three separate dirt tracks - Expert, Intermediate and Kids' to suit any level of experience, and they are using Sky AdSmart to reach households home to 5 - 17 years olds looking for school holiday entertainment in the Glasgow and Motherwell postcodes.

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

