

## Welcome

Here is your latest news blast from Sky AdSmart



### SkyEx hope to drive sales with Sky AdSmart

SkyEx is a long established taxi, executive car and specialist airport transfer business covering the London region and its surrounding airports. In a hugely competitive market, SkyEx have turned to Sky AdSmart to focus on their Heathrow transfer business and build their brand to drive business amongst the high and very affluent Sky Customers, in The Hillingdon, Uxbridge, And Hounslow Local Authority Areas. Following the pioneering steps of Dean's Taxis in Newcastle (now on their 3<sup>rd</sup> campaign), it's great to see a leading taxi company using Sky Adsmart in London.



### Metrotile aim to build on their customer base

Metrotile is a 30 year old Chippenham based business who's systems and accessories can be seen on rooftops in over 60 countries. Practical, economical and sustainable, Metrotile is up to seven times lighter than traditional roof materials yet offers unmatched protection and security. Home-owners in their local market of Bristol, Bath, Swindon and Gloucester are the target audience of choice and we hope to help grow their reach to markets further afield in the year ahead.



### Hughes Electrical spark five more campaigns

We featured Hughes Electrical in our April newsletter to celebrate their Sky AdSmart debut campaign with us. It has been such a success that they have since booked 5 more campaigns. Founded in Lowestoft in 1921, Hughes is a true family business focussed on renting TV's and appliances. In 2016 they won the Domestic and General Internet Retailer of the year award having been voted the best electrical website by more than 250,000 customers. We're delighted that such a long established and successful business has chosen to re-invest in Sky AdSmart so soon after their first ever campaign.



### Thy Will be Done put their trust into Sky AdSmart

"Thy Will be Done" are a specialist provider of legal services in the Wills and Trusts market. Based in Worthing they also provide services around power of attorney, funeral plans, and equity release and they are the first specialist Will writing practice to use Sky AdSmart. They are taking advantage of the ability to isolate older home-owning Sky households and with at least one equivalent specialist in every other UK postcode, we hope that this one in the BN postcode is the first of many.



### A clever choice for University of Derby

As we approach the new academic year it's clearing time for universities seeking to fill their places for the new term. Sky AdSmart's ability to target households that are home to 16-24 year olds makes it a perfect choice for academic institutions like Derby University trying to reach prospective undergraduates. Their campaign is running in 13 postcodes that stretch approximately 100 miles up the M1 corridor and follows in the footsteps of 15 other universities that have used Sky AdSmart already.

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

