

Welcome

Here is your latest news blast from Sky AdSmart



Edinburgh Bicycle Cooperative steer into targeted advertising

A double first for Sky AdSmart – our first bike shop brand and our first cooperative business. The Edinburgh Bicycle Cooperative launched in 1977 as a workers' co-operative where the workers had an equal say in the business, and equal share in the profits. 40 years on, the business employs over 100 people in Edinburgh, Aberdeen, Newcastle and Leeds. Launching on Sky AdSmart continues that pioneering theme. The campaign targets households home to people in the top 4 Experian Mosaic groups for those that are most likely to participate in cycling in the 4 postcodes where they have stores.



Salonpas launch with Sky AdSmart to sooth the UK

Salonpas is a unique anti-inflammatory pain relief patch made by Hisamitsu Pharmaceutical, Japan's leading pain relief patch manufacturer with offices, R&D and manufacturing facilities on four continents and employing over 2,600 people. Each year, Hisamitsu manufactures 3.3 billion Salonpas patches sold in 50 countries worldwide, with brand leadership in South-East Asia and the USA. So we are delighted that a brand leader has decided to pick Sky AdSmart to launch in the UK, targeting 45+ affluent households in the London area.



Doncaster Sheffield Airport aim high with regional advertising

Doncaster Sheffield Airport is the UK's newest purpose built international airport. In 2015 it handled over 856,000 passengers and offers flights to over 40 destinations through airlines such as TUI, Flybe, Thomas Cook, Wizz Air and Aer Lingus. It's owned by Peel Airports, who also own Durham Tees Valley and Liverpool John Lennon airports, and they are continuing to develop further services and destinations as they look to become the airport of choice for passengers in the South Yorkshire and Sheffield City Region. Their Sky AdSmart campaign is targeting affluent travellers in the 4 surrounding local authorities.



Skyler inject some colour into their advertising with Sky AdSmart

Skyler London has been created by Skyler McDonald, previously crowned London hairdresser of the Year and voted The UK's Top Colour Expert by HAIR magazine. Skyler London believe hair colour should be fun, brilliant and accessible. "Many people now want their colour done more frequently than have their hair cut... There are relatively few real colour experts around so we spent the last two years talking to as many people as we could about what would make the perfect colour salon. The result is Skyler London". Their AdSmart campaign launches in September targeting mid to very high affluence households in the Wandsworth local authority area of London.



MyBuilder narrow down their landscape with targeted advertising

MyBuilder helps homeowners choose great builders. They take the hassle out of finding the right tradesman with a unique matchmaking system. For builders, finding clients can seem like an impossible task and traditional advertising and directories almost never work. MyBuilder's feedback system means that today's client helps MyBuilder tradesmen win tomorrow's work. MyBuilder's first AdSmart campaign launched this summer targeting mid to high affluence homeowners in the London region.

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

