

Welcome

Here is your latest news blast from Sky AdSmart



Anderson Kitchens have the right ingredients for targeted TV

Home Improvements has been one of the busiest categories of advertiser on Sky AdSmart. With direct access to 7m homes that index above average for spend on almost every aspect of home improvement we hope to see many more. This month we welcome back Anderson Kitchens with their 3rd campaign supporting their 5 showrooms in Carlisle, Dumfries, Kilmarnock, Stranraer, and Barrow in Furness.



Aldermore bank on Sky AdSmart

Aldermore is an SME-focused bank which offers simple financial products and solutions to meet the needs of underserved Small and Medium-sized Enterprises; across their business and personal lives, as well as homeowners and savers. Founded in 2009, they have grown significantly, posting their first year of profits three years after launching and establishing Aldermore as one of the leading alternative banks. They selected Experian Mosaic groups based on their similarity to their existing target audience - Aldermore 'Go getters'; people who have purposefully chosen a different path in life.



Mersey Flow take the targeted advertising route

Both the new bridge "Mersey Gateway Bridge" and the Silver Jubilee Bridge between Liverpool and Birkenhead will be tolled from autumn 2017, but thanks to a convenient change in design there will be no toll booths and no need to stop to cross the river. Merseyflow will use automatic number plate reading technology and registered users will also get a special sticker to attach to the windscreen of their registered vehicle. To reach relevant drivers, Merseyflow are targeting car owners in the 8 local authorities closest to the Mersey.



Clever Energy Boilers cosy up to new customers with Sky AdSmart

Clever Energy Boilers pride themselves on helping their customers in the north east of England save money on heating. With over 5,000 boilers supplied and fitted over 8 years they have a huge amount of experience and now they are taking that message to the relevant Sky customers using Sky AdSmart. Clever Energy boilers were looking to target home owners within relevant Local Authority areas in the North East via a marketing channel able to bring their products, services and friendly team to the attention of new customers. Something they felt Sky AdSmart could do very well.



Norfolk Waste Partnership aim to educate with Sky AdSmart

Norfolk Waste Partnership have launched their first Sky AdSmart campaign this September to draw awareness to recycling household waste. Following in the footsteps of similar initiatives from the North London and Surrey Waste Partnerships, they wanted to educate residents in Norfolk that by giving a little love to their recycling, it can make a difference. They have used our ability to target households who are at high risk of recycling incorrectly, which will make a difference at the recycling centres throughout the county.

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.

Pet Ownership



Age of Baby & Kids



Regions



Home Ownership



Early Tech Adopters

