

Welcome

Here is your latest news blast from Sky AdSmart



AHF spruce up their advertising with Sky AdSmart for a second time

Anglia Home Furnishings is the largest employee co-operative in the UK, with 19 stores in England specialising in the retail of a wide range of furniture and flooring. They take pride in the fact that every employee is a joint owner of AHF with a shared interest in the success of their business. We are delighted to welcome AHF back for the second Sky AdSmart campaign targeting households near stores in Peterborough, Colchester, Gloucester, Great Yarmouth, Stroud and Lowestoft.



Stansted Airport land their message by targeting key audiences

Stansted is London's 3rd airport. Owned by Manchester Airport group and located 32 miles from the city centre in Essex, it's the UK's 4th busiest airport handling 24m passengers in 2016. Their AdSmart campaign uses the MasterCard International Air Traveller segment to target potential flyers in Cambridge and the key postcodes to the North and East of London.



The Claims Bureau buy into their first Sky AdSmart campaign

The Claims Bureau are an independent, market leading business that aims to work for customers who have lost life changing amounts of money as a consequence of poor or negligent financial advice. They offer a wealth of experience in handling complex financial miss-selling claims, and have a proven track record of success in recovering large sums of money for their customers. Their first ever Sky AdSmart campaign is targeting a database of existing or lapsed customers, and "lookalikes" of them based on property related investments.



Exodus Travel make Sky AdSmart their advertising destination again

Exodus is a 40 year old adventure travel specialist helping customers discover new countries, cultures, and environments. A holiday with Exodus delves into local traditions, cultures, and cuisine with over 500 itineraries across over 90 separate countries. This is a welcome return by Exodus for their 3rd Sky AdSmart campaign in 3 consecutive years targeting high value holiday makers in London and the South East.



Springtime Nurseries plant their advertising seeds in new locations

Springtime Nurseries is one of the leading garden centres on the famous 'Golden Mile' of gardening stores and nurseries in North London and is well known for providing a huge choice of plants, flowers, tools and accessories for the garden. Springtime are the 9th garden centre to use Sky AdSmart but the first in London. Their campaign is aimed at families in the London boroughs of Barnet, Haringey, Harlow, Islington, and the Watford, Welwyn, and Hatfield local authority areas.

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

