

**IS SKY ADSMART FOR
YOU?**



Redwood
advertising

Specialist Media Buyers for TV, Radio & Print

**THE POWER OF TV
ENHANCED**

Sky AdSmart Channels - 2017



LOCATION BASED TARGETING



WHY CHOOSE SKY ADSMART?

If any of the below sounds like you then Sky AdSmart could be the answer:

- You want to use the most effective form of advertising to grow your business.
- You want to restrict your advertising to a specific audience, region, city or postcode area.
- You want to increase sales and/or brand awareness.
- You want to stand out against competitors.
- You want your brand to be seen in a premium/ talked about environment.
- You want to be on TV for as little as £3000

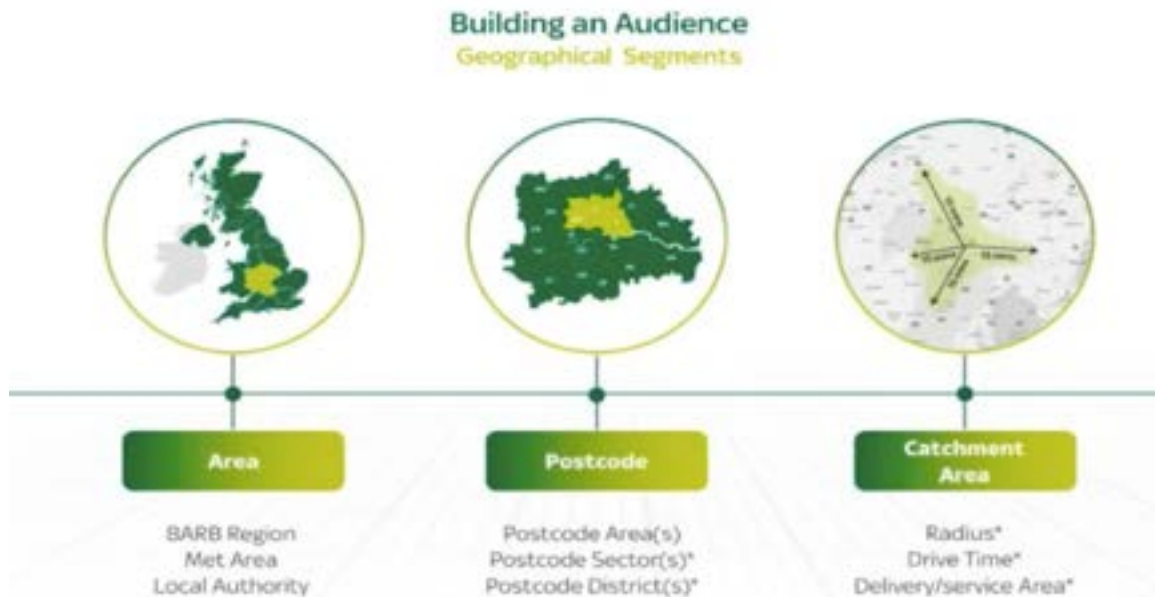
TV ADVERTISING FOR BUSINESSES OF ALL SHAPES AND SIZES

Sky AdSmart is the revolutionary new approach to TV advertising from Sky which levels the playing field, so businesses of all shapes and sizes can benefit from the unrivalled power of TV.

With Sky AdSmart different ads can be shown to different UK Sky households watching the same programme. This means brands and businesses can now advertise in amazing content, but only to the precise audience you want.

Households can be selected based on factors like age, location and life-stage, derived from a combination of Sky's own customer data and information from consumer profile experts such as Experian.

Before Sky AdSmart, TV advertising was mostly mass market and therefore a big investment. Sky AdSmart's controllability and precision radically reduces the outlay required, making TV advertising possible for almost any business. In fact, 70% of advertisers using Sky AdSmart are new to TV or Sky.



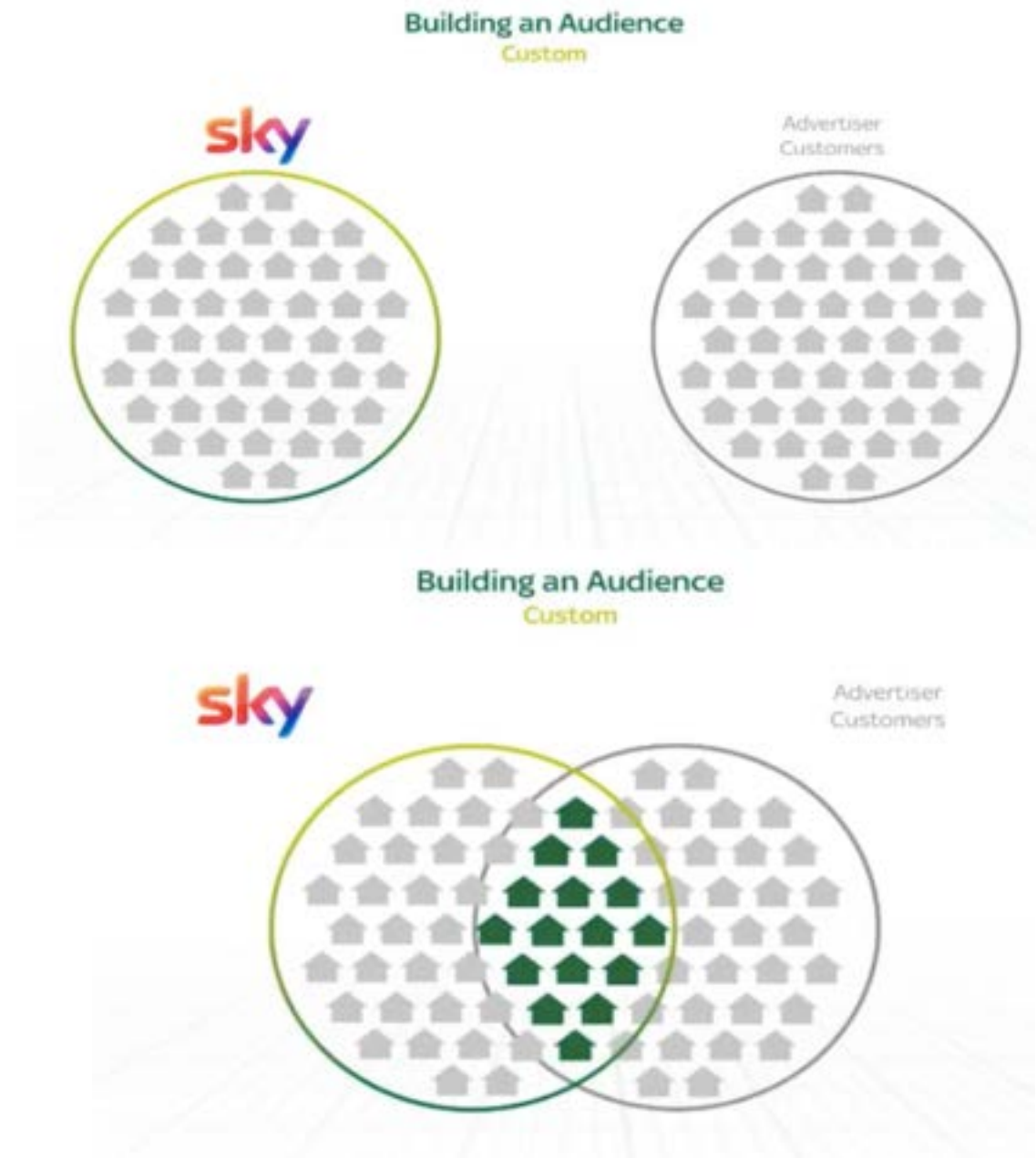
HUNDREDS OF HOUSEHOLD ATTRIBUTES

Sky AdSmart allows you to pick and choose from a range of households attributes. There are hundreds of attributes and thousands of ways you can mix them to make sure your ideal customers get to see your TV ad.

There are so many we can't list them here, but they can all be found on the Sky AdSmart website under 'Audience Selection'.

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TV is enormous and by far the most popular medium across all age groups. The average person in the UK watched 650 hours of TV in the first half of 2015.

This popularity means that no other form of advertising can build scale as quickly or as powerfully.

It is TV's unique ability to deliver huge audience figures in a short space of time that is part of the reason it is the most effective type of advertising around.

HOW SKY ADSMART WORKS

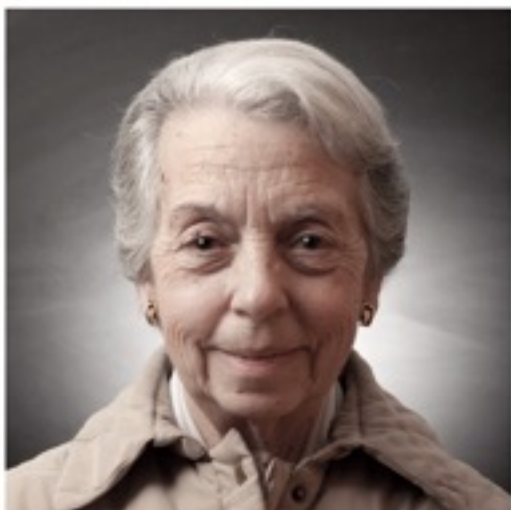
- 1. Household data is stored on the Sky+ HD box.
- 2. Relevant ads for that household are sent to the box via satellite.
- 3. When an 'AdSmartable' opportunity is identified during an ad break, a hint code tells the box to choose the most relevant stored ad to play.
- 4. That ad is then served seamlessly into the ad break.

Sky AdSmart is an impression based platform so the ad will play-out when your audience is watching, no matter which channel* or programme they are viewing.

Sky AdSmart launched in the UK to much success and many awards in 2014. Plans are to extend the technology across devices as well as across all Sky territories.



90% Reach	5.5 Frequency	164k Impressions
4.4% Leads Uplift	42% Sales Uplift	+28 Incremental Sales



- ✓ Profile customers and target lookalikes
- ✓ Increase campaign response rate
- ✓ use matched customer data to optimise selections
- ✓ Target high prospect customers based on actual purchase history
- ✓ Use enhanced targeting to locate and target attentional high value prospect groups

WHICH ATTRIBUTES ARE FOR YOU?	%	Index
FINANCIAL OUTLOOK		
Growing rewards	14	162
consolidating assets	14	164
AFFLUENCE		
High	18	124
House Type		
Detached	16	163
MAKE OF CAR		
Renault	3	213
Vauxhall	5	168
HOUSEHOLD CHILDREN		
Child 5-11	31	129
Child 12-17	15	122
MOSAIC		
Careers and kids	14	175
professional	16	163
HOMEOWNER YES	81	120



THERE ARE THOUSANDS OF WAYS YOU CAN MIX THE ATTRIBUTES TO MAKE SURE YOUR IDEAL CUSTOMERS GET TO SEE YOUR TV AD.

IN ADDITION TO THE FIXED ATTRIBUTES DETAILED, WE ALSO OFFER ADVERTISERS THE OPTION TO CREATE CUSTOM SEGMENTS USING YOUR OWN CUSTOMER



ANALYTICS

Features

- Reporting and measurement tool for Sky AdSmart
- Use the KPIs that matter to your business
- Measure your incremental results
- Identify changes in behaviour
- Calculate your ROI

Methodology

1. Sky AdSmart Analytics automatically creates a Control Group of Households that were not exposed to your campaign
2. Households in the Control Group are identical in profile to the Households in the Exposed Group
3. Sky AdSmart Analytics measures the results generated for your business from both Groups e.g. number of sales and new customers
4. Any uplift or difference in results from the Exposed Group is attributable to Sky AdSmart

Benefits

- Quick – Evaluations are produced in days (not weeks) allowing you to make business decisions in a meaningful and actionable timeframe
- Flexible – Evaluations can contain one or multiple campaigns allowing you to test different creatives and audiences
- Test and Learn – identify your best performing audiences and creatives in order to maximise ROI

Considerations

- First line of address and postcode (minimum)
- At least 500 outcome records over the time period being evaluated

HOW ANALYTICS WORKS

Sky AdSmart Analytics is a dashboard of delivery metrics and performance analytics, which provides an in-depth view of Sky AdSmart campaigns.

During or after a Sky AdSmart campaign Sky AdSmart Analytics can provide clear summaries of viewing impressions and other important metrics in numerical and graphical form, giving advertisers wide-ranging insights.

Performance evaluations

Performance evaluations provide campaign effectiveness understanding by isolating and measuring the performance of one or more of your Sky AdSmart campaigns. They are fast and flexible, giving you a succinct and transparent view of the impact that your campaign has had on your key business outcomes. In addition to campaign impressions, Sky AdSmart Analytics displays the performance indicators that matter most to your business, including:

- Sales
- Cost Per Result (in £s)
- New Customers
- Enquiries
- ROI (Cost: Sales ratio)



BENEFITS

Benefits

- Speed – Evaluations can usually be produced within hours of receipt of post-campaign data, allowing you to make swift business decisions
- Flexibility – Evaluations can contain one or multiple campaigns, allowing you to test different creatives and audiences
- Optimising – identify your best-performing audiences and creatives, in order to maximise your return on investment (ROI)

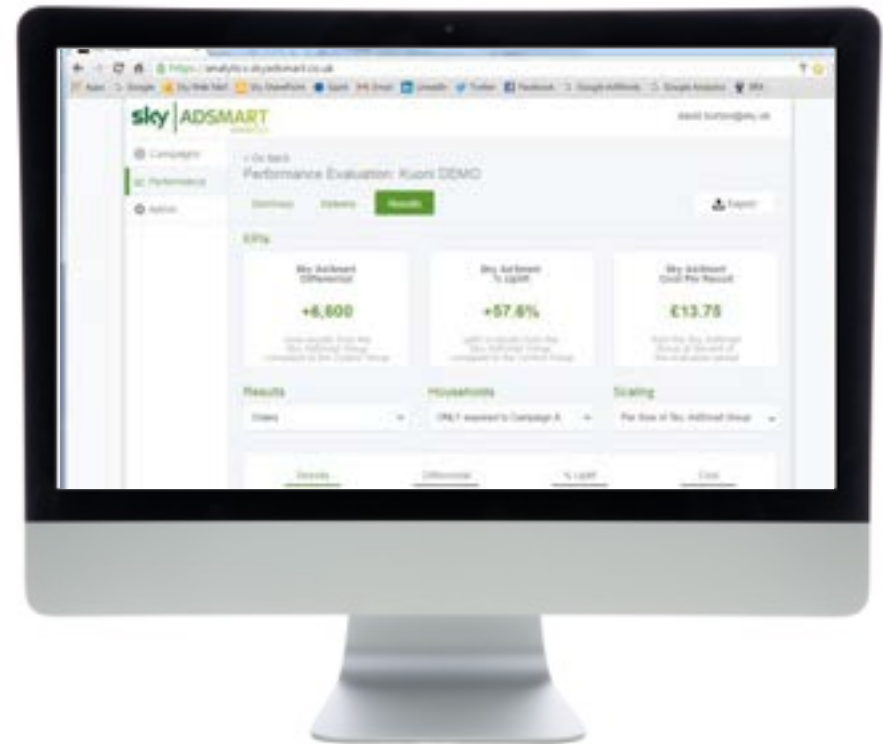
How it works

Sky AdSmart Analytics automatically creates a control group of households that were not exposed to your campaign:

- Households in the control group are identical in profile to the households in the exposed group
- Sky AdSmart Analytics measures the results generated for your business from both groups e.g. number of sales and new customers
- Any uplift or difference in results from the exposed group is attributable to Sky AdSmart.

How to proceed

To benefit from performance evaluations, all you have to do is complete a Sky Data Agreement, then submit your household level data in .csv format via our secure file transfer. The file needs to contain the first line of the address and postcode (as a minimum) and should number at least 1000 outcome records over the time period being evaluated. Data is only ever used to evaluate your own campaigns.



Receive a full report of your Sky AdSmart Analytics via email at agreed points, or upon request.

THE DESIGN PROCESS

- Script presented to, and signed off by client and Sky Media
- Initial commercial script submitted to Clearcast.
- Script amends and final client/Sky Media sign-off
- Final submission of script to Clearcast and response to any Clearcast feedback.
- Location / crew / kit bookings where required.
- Casting secured. Response to Clearcast feedback
- Clearcast script clearance.
- Pre-production meeting / conference call if necessary.
- VO record/Offline edit.
- Rough cut uploaded for approval.
- Music composed/secured if necessary
- Online edit and Audio mix to final digital master
- Client sign off
- Master submitted to Clearcast
- Clearcast approval of final TVC and playout to Sky Media



THE JOURNEY FROM TV TO PURCHASE IS NOW MUCH SHORTER – EVEN IMMEDIATE – THANKS TO THE INTERNET.

SENSIBLE QUESTIONS TO ASK

Who owns the ad copy?

The copy (including all liabilities) will be gifted to, and owned by the client subject to T's & C's detailed in the Sky Media Ad Funding Agreement

Can the client use the ad on other channels?

The ad can only be used on Sky Media wholly owned and 3rd party client channels (via Sky AdSmart or linear) but the client can use the ad on their own website.

Exclusivity?

Use of the ad remains exclusive to Sky channels (as above) as long as the client uses the ad, or an edited version of the ad.

Is there a minimum media spend?

Yes. Minimum spends will vary by category and will be expressed as a multiple of the agreed production budget.

Who controls the budget and what are the sign off processes?

This will be a consultative 3-way process, but with ultimate budget sign off by Sky Media. The process is designed to avoid any deviation from agreed scripts which in turn ensures that commercials are delivered to a pre-agreed budget.



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NEXT STEPS - LETS GET CREATIVE

Choose the supporting creative production house, and let us make a commercial/s.

Book the channels for airtime shown above. The time of year plays an important role choosing the campaign time.

Programming and research dictate the months to choose to advertise so we can effectively reach the all important target audiences. The amount of channel cross over for audiences vary from channel to channel, and in fact, each channel has its core audience but then spills over into varying age ranges.

GET SMART

Before we get into the creative detail, we need to consider using the TV commercial on Catchup platforms and add click to website options.

Think of this as your digital advertising on a TV Platform. We can take **your company data** and convert that into look a likes and market to that audience in other local regions. The data is King, and we need to set up evaluating the data to reach those targeted audiences.



Start your campaign before your competitors do!

TV CREATIVE

While radio, in theory, is a quicker turnaround, with TV we have to consider the two-month league time with TV bookings. We also need to ensure the music, and voice overs lend themselves to both TV and Radio when making these decisions. This is also where the buy out royalties on the music make economic sense, as licensing music across national channels is very expensive. With this time scale in mind we need to carefully choose our creative partner and work with production houses that clearly listen to the brief, prepare scripts for approval, storyboard the commercial and obtain Clear Cast provisional clearance prior to commencement.

Over the years Redwood have been supported by two or more excellent creative production companies which come highly recommended.

We list a few below:

Love Love Film - Contact Georgina Hurcombe

<http://lovelovefilms.com>

Commercials start from £5k upwards dependant on many factors.

Orange Planet Productions - Contact Andrew Telling

<http://www.orangeplanetpictures.com/>

Commercials start from £5k upwards dependant on many factors.

Show reels can be found on our website www.redwoodadvertising.co.uk



These are more technical and creative but that comes with a higher price tag and out of area.

Want Some TV Ltd - Contact Des Paul

<https://www.youtube.com/user/wantsomemedia>

Commercials costs start from £15K upwards dependant on many factors.

Future & Co Ltd - Contact Jonny Swales

<https://vimeo.com/futureandcofilms>

Commercials costs start from £15k upwards dependant on many factors which need to be discussed.

**THANKS
FOR
READING
LET'S TALK**



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