

Welcome

Here is your latest news blast from Sky AdSmart



Verdict Retail publish endorsement of why ScS used Sky AdSmart

ScS 2015/16 financial year results show strong growth across all metrics. Total revenue grew by 14.7% to £317.3m while pre-tax profit was £10.8m against a £1.7m loss on the previous year. E-commerce grew by 19.8% as ScS continued to invest in improving the quality of how it displays products online; however, online sales still represent a tiny proportion of ScS total sales.

Growth is attributed to targeted marketing campaigns and store expansion. ScS currently utilises Sky AdSmart which enables ScS to broadcast different adverts to different socio-economic groups. Concessions within House of Fraser reinforce this drive to attract affluent shoppers, with gross sales at concessions up 19.7%.



NOW : Pensions launched their first TV ad campaign on Sky AdSmart

NOW : Pension targeted small company owners and Directors who need to meet their obligations to provide a workplace pension. Marketing Manager, Jamila FirFire commented:

“Pensions are in a time sensitive market as deadlines for companies to comply with auto-enrolment legislation pass each month. Sky AdSmart activity delivered over 200K impressions throughout September to the households of company owners with less than 50 employees in the Meridian region. We saw 61% more sign-ups in September vs August - 32% above the national average. Net lead growth was up 18%. Given the positive results we are now live with a second campaign”



Another industry first - Prudence Gowns

Another industry first this month with Prudence Gowns making their debut on TV with Sky AdSmart. They are a luxury bridal boutique with stores in Plymouth & Exeter and have been helping brides to be from Devon and Cornwall for 30 over years. Their TV ad is a thing of beauty, and is running in 20,000 Sky households in 3 key South West postcodes that are home to 24- 35 year old females.



Eric Robinson, using Sky AdSmart with an always on strategy

Eric Robinson have been helping private and commercial law clients in Hampshire for over 50 years. They are not the first law firm to use Sky AdSmart, but we are delighted that they have become the first to adopt an “always on” strategy to promote their services with product specific campaigns that began in October. The Law Society Excellence Awards recognise the most outstanding legal practitioners in their field. Eric Robinson Solicitors have been shortlisted in the Law Society Excellence in Marketing & Communications category. As this award celebrates the very best in marketing and communications we are confident that their lead will be followed by others keen to build their brand in their local markets with Sky AdSmart.



Close Brothers

Close Brothers are an investment banking icon. Founded 128 years ago they are a FTSE250 company and a leader in wealth management and pension planning. Sky AdSmart is their first time on TV and represents a watershed in how blue chip financial brands seek out conquest customers. The campaign is being planned, booked and managed by The Gate Worldwide in London.

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 factors such as age, location, life style or even if they have a cat!