

Welcome

Here is your latest news blast from Sky AdSmart

Automotive Services

FOR ALL YOUR VEHICLE REQUIREMENTS

Automotive Services Bedford take a new direction with Sky AdSmart

We've enjoyed the support of over 60 car dealer groups in the last 4 years, but Automotive Services in Bedford are the first car servicing specialist on Sky AdSmart. In a competitive market, what better way to tell car owners in their local area about their highly experienced and fully trained team; with fully equipped workshops that cater for the repair and service of cars, vans and light commercial vehicles of any make, model, or age.



THE SMILE SPA
DENTAL & IMPLANT CLINIC

The Smile Spa brush up their advertising with geo-targeting

An award winning, cosmetic and private dental practice based in Stockton-On-Tees, the heart of Teesside, the Smile Spa dental practice offers the best clinical treatment for both general and cosmetic dentistry. The Smile Spa opened in 2006, offering cosmetic and private dentistry services in the North East of England. In 2016 The Smile Spa became part of the Portman Dental Group; a privately owned, family run group of around 40 private dental practices in the UK. We hope this is the first of many Portman dental practices to use Sky AdSmart

farmdrop

Farmdrop handpick their target audience with Sky AdSmart

Farmdrop market themselves as the ethical grocer, working with carefully selected producers picked because they care a lot about quality, transparency, and hold sustainable values at heart. Sky AdSmart is being used for the first time to introduce the Farmdrop family of producers to selected households in Bristol, Bath, North Somerset and South Gloucestershire.



The Original
Copper Heeler®

The Original Copper Heeler increase awareness for those in need

Arthritis affects over 9m people in Britain, the UK's biggest single form of physical disability. Most people over 50 experience some form of Arthritis which can become worse as time goes by. The Original Copper Heeler can relieve discomfort from Arthritis/joint pain. This month they launch their first ever TV campaign targeting affluent, active 55+ adults in the South West of England.

mytutor

MyTutor take their first test with Sky AdSmart targeting

Founded by passionate parents and technologists in 2013, MyTutor aims to transform the way people find high quality tutors. Using their online platform students can find and use subject experts from across the UK. It provides meaningful work for university students and in their first TV campaign they are targeting just over 30,000 households that are home to parents with schoolchildren in the Birmingham area.

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

