

Welcome

Here is your latest news blast from Sky AdSmart



Making awareness and donations take off with Sky AdSmart

East Anglian Air Ambulance is a charity providing a helicopter emergency medical service for the people of East Anglia. Since launch in 2000 they have attended over 22,000 lifesaving missions, touching the lives of many thousands of people. The crew comprises specialist pre-hospital doctors and critical-care paramedics, operating out of two high-tech helicopters based in Norwich and Cambridge. Their first Sky AdSmart campaign aims to encourage Sky customers in East Anglia to play the EAAA Charity Lottery which generates 45% of all of their charitable donations.



iCandy are pushing their advertising efforts to the next level

iCandy are a "Queens Award for Export" winning manufacturer of high quality pushchairs. Established in 1933 and based in Biggleswade, Bedfordshire, iCandy pushchairs are designed to deliver the utmost in quality, safety and functionality. Their first Sky AdSmart campaign is targeting all Sky households home to affluent expectant mums – a target audience that is updated dynamically every month to introduce new expectant mums to this valuable and hard to reach audience.

the original factory shop

The Original Factory Shop factor in geo-flex targeting

The Original Factory Shop is a discount department store established in 1969 with an HQ in Burnley and over 200 stores across the UK. The product range includes branded homewares, appliances, furniture and workwear – all at discount prices. Their first Sky AdSmart activity is a test and learn campaign targeting mid affluence 35+ women in the Anglia region for 22 of their stores, using geo-flex targeting of within a 15 miles radius of each one. The TV ad features different localised end frames to highlight the specific locations relevant to the geo-targeted area.



Ableworld raise awareness by targeting Mosaic groups in the area

Ableworld are a chain of stores that provide caring solutions to enable their customers to enjoy greater independence and more comfortable and active lives. They are the largest mobility and stair-lift retailers in the UK with 33 stores stretching from Inverness to Bournemouth. Their first Sky AdSmart campaign is targeting Mosaic types most relevant to elderly customers and their carers in the areas around the Stoke and Stockport stores.



Sky AdSmart geo-flex targeting fuels Goodwood Revival sales

Every September the Goodwood Revival recreates the golden era of Goodwood Motor Circuit, between 1948 and 1966. This extraordinary event assembles the most significant racing cars and motorcycles along with legendary drivers and riders from the past and stars of today. The event has since become one of the biggest historic motorsport events in the world and the only one to be staged entirely in period dress. Their Sky AdSmart campaign runs this month aimed at driving ticket sales amongst affluent adults old enough to remember the 60's in 17 postcodes within an hour's drive of the circuit.

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

