

STRATEGY

COMMS
PILLARS

PHASING

BUSINESS
OUTPUT

COMMS
OUTPUT

MEDIA
OUTPUT

OPTIMISATION
METRIC

CANDIDATE
CHANNELS

PLANNING
PRINCIPLES

EARLY
CHANNEL USE
THINKING

ESTABLISH SKYSHOWTIME AS THE PERFECT COMPLEMENT TO THE ‘DISCERNING VIEWER’

BLOW UP THE
BLOCKBUSTERS

Our differentiation is our exclusive offering of some of the best blockbusters in the world. We will focus our efforts on delivering impactful, short, fame building campaigns, driving appointment to view, and owning the occasion of “movie nights”.

CONDENSED CAMPAIGN
PERIOD, RELEASE
DEPENDENT

FUEL THE
FANDOM

Once we have “sparked their imagination”, we need to showcase the breadth of content that resonates with our Discerning Viewers to make them stay beyond movie night. Using data signals and precision marketing, we will deliver tailored content to keep them hooked.

ALWAYS ON

MUST WATCH TO
MUST HAVE

A perfectly synchronised & seamless approach to converting interest into sign-ups. Leveraging a combination of signals - interest, context & behavioral - to drive trials & subscriptions.

ALWAYS ON

SIGN UPS FOR SKYSHOWTIME AND STREAMS OF ADVERTISED CONTENT

Spontaneous Awareness

Relevance & Consideration

Claimed Subscriber

Effective reach & frequency,
Ad Recall

Social listening – sentiment
& transition

Subscriptions (MMM)

Reach, & frequency

Frequency, VTR
Cost per engagement

Qualified Traffic (Site)
CTR (Media)

AV, OOH, Experiential

Social, Display,
OLV

Social, Display,
PPC, CTV Roadblocks

Fame

Precision and Personalised

Precision and Personalised

Fast Coverage
(reach & frequency)

Contextual and Fandom
Environments

Proximity to Streaming Occasion

Premium & High Attention
environments

Publisher and Peer
Recommended

Conversion Optimised

Tease the ultimate “movie night in”

Conversation Spark

TV support with the +/-25% of the budget, as the most effective channel in terms of building fast coverage, through 20” spots during Pre and Post launch phases, which will help the campaign to build quick reach; and combining with 30” during Launch phase as a more awareness-driving format, that contributes to a more in-depth presentation of the series. All the TV activity will be 100% positioned in TV shows (HQ’s: spots located in an Ad break of no more than 4 advertisers), selected based on their reach (top watched programs – News and Prime Time shows) and on their affinity in terms of sociodemographic target (+35 Urban Mid-income) and content (shows related to drama, thriller, and action), to find the audience that can be the most interested on the series.

The OLV approach include the main BVOD providers, Atrismedia and Mediaset (TV’s online), in order to drive reach and ensure brand safety. To effectively plan BVOD, a combination of CTV and pre-roll lines with content affinity to the specific campaign’s target audience is the most efficient approach. This strategy aims to reach individuals who do not consume linear TV, or consume it sporadically, while also providing incremental coverage over traditional TV.

Primarily using Meta platforms for large scale reach and audience optimisation with an extension of social-style creatives into other non-scrolling environments to deliver engagement and attention. Layer on this some powerful contextual signals with partners such as Seedtag for cross-device audience reach. Interact’s DCO and GenAI creative tools allows us to be reactive and optimise to specific audiences.

Focus on moment-led, algorithmically targeted platforms such as Meta with Advantage+ and Google’s PMax and Demand Gen formats, limiting platform numbers to minimise over-reach. During peak periods, adding in mobile-specific targeting based on apps already installed on device or receipt data with tailored creative to showcase content and pricing by existing subscriptions.