

“This sponsorship was a great opportunity to gain TV audience without spending a fortune. We would certainly consider working with BSkyB in the future.”

Victoria Barrett, Consumer Marketing Manager, Ordnance Survey

what do you want to know?

sky media

Sky Media
123 Buckingham Palace Road
London
SW1W 9SL
Tel: 0870 241 5050
skymedia.co.uk

KATIE WEST
Sixty Controller
katie.west@bskyb.com
0207 705 5966

WESLEIGH LEWIS
Sponsorship Manager
wesleigh.lewis@bskyb.com
0207 705 5178

CONTACT



CASE STUDY

ORDNANCE SURVEY
INTEGRATED SPONSORSHIP CAMPAIGN

BACKGROUND

Ordnance Survey has been making maps for more than 200 years, providing reliable and accurate geographical information. But they wanted to put *themselves* on the map by increasing sales of their newly revamped range. They also wanted to broaden their appeal by inspiring people to use their maps to plan days out.

During a brief meeting, we convinced them that we had the channels, the contacts, the creative and production capabilities to generate a campaign which would work effectively on TV.

OBJECTIVES

- Increase sales of revamped Ordnance Survey maps
- Inspire consumers to make the most of 'days out' using Ordnance Survey maps
- Target consumers in a relaxed and relevant environment
- Create a link with historic buildings sited on the new OS maps

THE CAMPAIGN

We wanted to create a multi-platform campaign that would reach out to those consumers wanting to discover new and exciting days out. So we developed the concept of 'Great Days Out' and built the whole campaign around the sponsorship of the programme strand 'Britain's Finest' on The History Channel. The History Channel was an ideal fit, delivering upmarket adults with a penchant for visiting galleries, exhibitions and cultural events (source: SkyView). To further strengthen the campaign an association with English Heritage was forged.

THE SPONSORSHIP

'Britain's Finest' was a series of programmes fronted by celebrities including Richard Holmes, Jenny Agutter, Hugh Scully and Magnus Magnusson. It followed the presenters as they explored and shared their passion for Britain's Finest... stately homes, ancient monuments, gardens and castles. The programmes' content was a natural fit for Ordnance Survey and perfectly complimented the historical places sited on the Ordnance Survey map range. The sponsorship credits were created in-house as part of the campaign and used the tag line 'Where could we take you?'. The series was supported by Ordnance Survey branded on-air promos, also, created by Sky.

ONLINE

The online element of the campaign consisted of a dedicated micro-site which was accessible via The History Channel's website. It complimented the television campaign with extended information on the venues visited, more ideas for 'Great Days Out' and identified which Ordnance Survey maps you could use to explore. The monthly History Channel e-newsletter with 27,000 recipients, also profiled the series and provided information on Ordnance Survey.



Extending the Association

Having established 'Great Days Out' on air and online, Ordnance Survey were able to extend the concept to their point-of-sale (POS) communications, which in turn further increased awareness of the association with the TV series. The POS material focused on the competition to win a free day out to a choice of over 400 historic English Heritage destinations, with entry via the purchase of two Ordnance Survey maps. POS locations included Ottakars bookshops and Welcome Break service stations.

MEETING THE OBJECTIVES

During the campaign period, Ordnance Survey increased both sales and awareness.

The Ordnance Survey microsite attracted nearly 46,000 page impressions. The online competition hosted on The History Channel home page received 831 entries, of which 359 chose to opt in to the Ordnance Survey database to receive further information.

With Sky Media's broad range of channels and opportunities we were able to pinpoint the right environment and creative concept to meet the brief. The campaign successfully generated an association with historic buildings as featured on the Ordnance Survey map range.