

# Case Study

## Fostering in Buckinghamshire

Sky AdSmart Case Study

Hyper-local targeting via Sky AdSmart



### Background

Buckinghamshire County Council wanted to promote their foster care services in order to generate more enquiries and to recruit foster carers in the area.

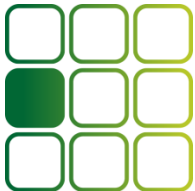
By using SkyAdSmart, Buckinghamshire County Council were able to combine the power of TV advertising with highly selective targeting to ensure the ad was served to homes in their catchment area, and those considering fostering in the future.

### Objectives

- To boost awareness of the Buckinghamshire County Council fostering scheme
- To generate more enquiries and to recruit for foster carers in Buckinghamshire.

### The Audience

Buckinghamshire County Council was able to select their ideal audience by using mosaic attributes only available on TV through SkyAdSmart:



- ✓ Professional Rewards
- ✓ Small Town Diversity
- ✓ Suburban Mindsets
- ✓ Careers and Kids
- ✓ Terraced Melting Pot

Buckinghamshire County Council also used Sky AdSmart's new hyper-regional capability and targeted only homes with a postcode beginning with HP and SL.



### Campaign Delivery

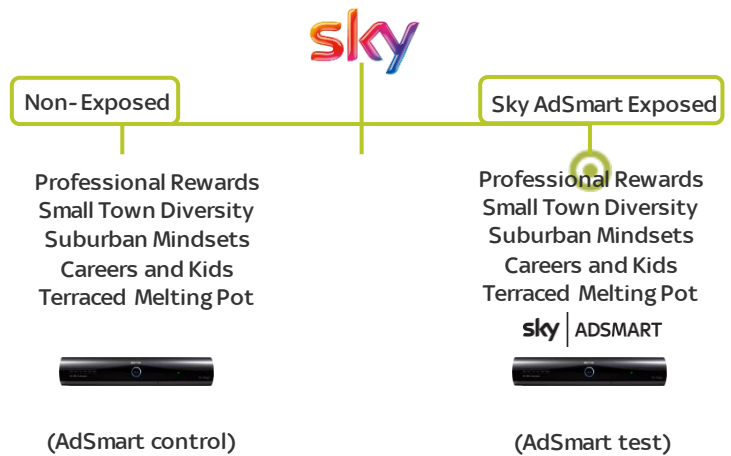
The 30" creative featured the voiceover of a teenager in foster care talking about his favourite moment living with his foster family.

The campaign ran from January to February 2015 and delivered 205,701 impressions, with a capped frequency of 5 per household.

### Campaign Evaluation

To evaluate the success of the campaign, Sky appointed the research agency BDRC Continental to conduct web survey interviews amongst different sets of Sky customers.

Based on household characteristics and campaign exposure, respondents were classified into two groups:



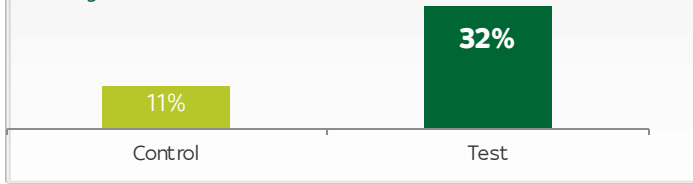
- A control group of homes containing the chosen target audience who were not exposed to the Sky AdSmart campaign
- A test group of homes containing the chosen target audience who were exposed to the Sky AdSmart campaign

The evaluation examined Sky AdSmart's impact on campaign effectiveness. Key performance indicators such as **campaign messaging, attitudes to fostering** and **campaign awareness** were tested.

## Advertising Campaign Cut Through

**Recall** of any Buckinghamshire CC advertising about fostering increased by 190% from the control sample to the test sample.

General recall of any Bucks CC advertising about fostering



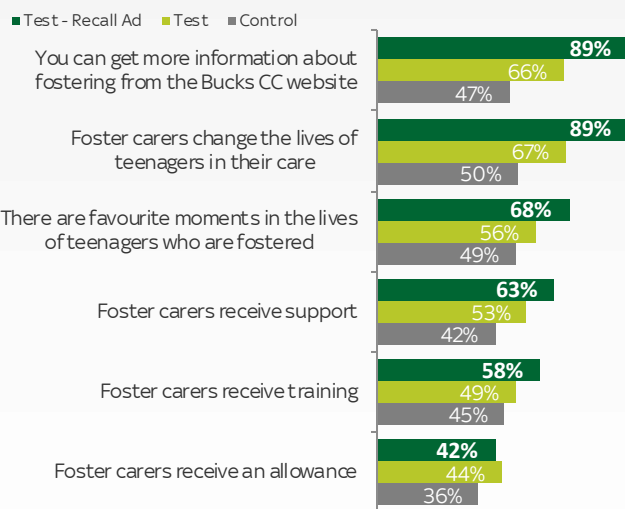
## Boosting consideration for Fostering

Those exposed to the Sky AdSmart campaign were **twice as likely** than the control sample to be considering fostering a child/children in the future

## Landing Key Messages

The campaign successfully delivered on the key messages with all those exposed to the advertising more likely to agree with the statements below:

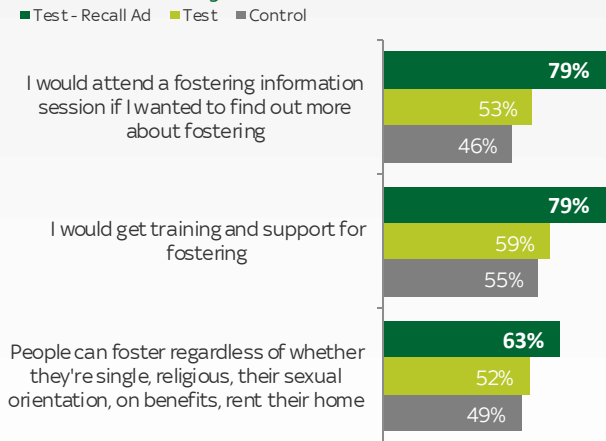
Key campaign messaging



## Positively Changing Attitudes & Perceptions

In general, the respondents in the test sample who recall the creative show the greatest positivity towards fostering and have more knowledge about what is required, training, support etc.

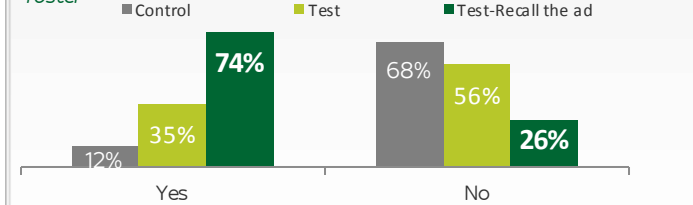
Attitudes to fostering



## Bringing the fostering programme to the foreground

The Sky AdSmart exposed group were significantly more likely to be aware that Buckinghamshire Country Council are trying to encourage residents to become foster carers than the non-exposed group

Awareness of Bucks CC encouraging residents to foster



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**+16%**

of those who recalled the advert have taken some action as a result of the exposure, e.g. looked up more information, or spoken to someone else about fostering.

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Buckinghamshire County Council said: "I think Sky's AdSmart system has provided us with an opportunity to target our messages to specific audiences and through the medium of television, which was never really possible for us before."