

One pager

## Creative Solutions The Art of the Possible



### Art & Science: Closer to Content

Our Creative Solutions team brainstorms your brand's brief and campaign objectives to deliver engaging, insightful and impactful content

We incorporate Sky Media's market leading platforms, technology and data, to ensure that not only can we deliver through contextual channels and scale but that the right message is told to the right person at the right time too.

- Branded Entertainment & Contextual advertising
- Competitions,
- Experiential Partnerships
- Hubs and Native advertorials,
- Licensing
- Product Placement (see link)
- Scalable Digital/Social Partnerships

Whatever you imagine, we can make happen.

#### Case Studies include:

- Budweiser Dream Goal & Sky Sports
- Cancer Research UK & Sky Living
- Expedia Travel Yourself Interesting & Contextual Advertising

### Talent, Licensing & Experiential

Whether it's a large scale experiential partnerships with Sky or campaigns and opportunities to work with our Talent, Channel brands or programme formats, we can create amazing ideas to supersize partnerships: both on and off air, online and social media.

### Branded Entertainment

Creative Solutions fuses your brand's campaigns and objectives with Sky's unparalleled investment in content, talent and channel brands across Entertainment and Sport to create high quality, engaging content partnerships.

Whether you're looking to align with a particular sporting event across our Sky Sports linear, AV, digital or social platforms; or with the best content from the US across Sky Living and Atlantic or work with the BAFTA award winning team from Sky 1's A League of Their Own - we can deliver!

### Digital only Partnerships



With 11m Unique Users (61% ABC1), Sky Sports is the no 1 sports website in the UK. Our premium content includes latest news, live scores and highlights across all major UK sports.

Through our additional social channels, Whistle Sports (80 million global audience) and Soccer AM (social reach 1.6 million) we can create and deliver unrivalled targeted and saleable editorial native and/or content creation campaigns that deliver



Sky News is *the* respected news brand - first for breaking news. With an audience of 10.4m Unique Users (72% ABC1), Sky News mobile and digital touchpoints allow consumers to access UK and world news throughout the day. Bespoke opportunities exist within our Entertainment and Technology categories to create compelling Native advertorial partnerships.

