

Teleshopping

Fast-Track your Sales through the Power of TV

Place your brand around world class content

Sky Media boasts the largest teleshopping offering in the UK, and is currently available on more than 35 prime channels, including Sky One, Channel 5, Fox, Lifetime and MTV.

What is Teleshopping?

Teleshopping (also known as Infomercials or Paid Programming) is TV advertising that allows longer product selling time and usually includes a phone number or website. It is used as a form of direct response television (DRTV).

Top Benefits

- The trusted nature of TV helps to launch new products and drive brand awareness at scale
- Low investment levels allow for new product testing before roll out.
- Good value for money reflected in the volume of direct sales and the sales uplift through retailers
- Advertisers are not subject to long term tie ins
- Works on a short booking deadline to manage stock levels and sales.

Success with Teleshopping

Products such as the H2O Steam Mop, Nutribullet and Beachbody Insanity have successfully established themselves as household items through Teleshopping.

Successful categories for Teleshopping:

- Charities
- Holidays
- Beauty
- Health and Fitness
- Home and gardening

Two simple ways to buy:

LONG FORM

- 12, 15 and 30 minute commercials scheduled around programming, typically running 0600-0900hrs
- Products tend to be new to market, high value which benefit from extended explanation and demonstration.
- Purchased on a cost per spot basis, starting from £10 per spot

SHORT FORM

- Commercials are typically 60', 120', 180' or 240' seconds in duration
- Clients benefit from a longer placement to traditional spot advertising
- All data is fully BARBED

At Sky Media we are dedicated to helping brands connect with customers to make their advertising work harder. We offer brands a one-stop-shop solution managing the end-to-end campaign process, including creative, distribution, call centre handling and post campaign analysis.

Dawn Blake

Has over 16 years experience in the Media and Teleshopping industry, representing the UK's largest TV groups and establishing strong relationships with advertisers and broadcasters alike, from media planning to sales and reporting

Maria Vieira

Over 11 years experience working within the television industry, covering both linear TV and teleshopping. Vast experience in teleshopping sales and operations, with extensive knowledge of the end to end process.

Contact Details

Dawn Blake - dawn.blake@sky.uk or 0207 032 4754

Maria Vieira - maria.Vieira@sky.uk or 0207 032 6583

