

Opportunity

Christmas Movies Package Sponsorship Opportunity 2018



Channel



Date

September 2018 - January 2019

*Start dates to be confirmed and will vary on each channel

The Opportunity

Sky Media, NBC Universal & Sony Pictures Television are excited to be offering the opportunity to sponsor a **cross-platform Christmas Movies package** that offers plenty of family-friendly holiday moments!

The package includes content across Christmas24, and, True Christmas that **reaches over 10.3 million individuals** every Christmas! Featuring many a **magical Christmas film**, with plenty of cheery elves, presents galore and Santa-esque adventures that **keep this audience feeling festive this Christmas** period.

About Christmas 24

Christmas 24 and *Christmas 24+* define *What I love about Christmas*, a celebration of the time of year when **Women 35-54** take time out of their busy schedules to sit down and watch movies with their family. During the Christmas period the **reach more than doubles across the channel** compared to the summer months. Example films include: *Finding Santa*, *A Husband For Christmas* and *The Flight Before Christmas*.

Christmas 24 also has a huge social presence with over **278,000 likes** on Facebook and around **30,000 Twitter followers** and are a great way to extend out from the sponsorship. The channels Christmas stunt in 2017, *Merry Woofmas*, drove massive engagement. The Christmas film for dogs not only had PR coverage from the *Mirror Online* to *Good Morning Britain*, but received **over 8 million Instagram video views, 18 millions Facebook video views** and a staggering **25 million Facebook impressions!**

About True Christmas

From late September right through the Festive period, True Movies rebrands to the much loved True Christmas. **The channel plays Christmas films back to back all day everyday offering families the chance to discover a vast collection of Classic Christmas Movies**, such as Santa Baby, The Three Gifts, Moonlight & Mistletoe.

Scheduling & Accreditation

- Broadcast sponsorship across *Christmas24*, *Christmas24+*, *True Christmas*
- September 2018 – January 2019**
- Approx. **2,677 movies** in total
- Approx. **26,770 sponsorship credits** in total
- 10" Opener/Closers
- 5" Break Bumpers (8 breaks per film)

**Please note that each channel varies when it begins its Christmas movies period. *Christmas 24*, *Christmas 24+* (Oct-Jan), and *True Christmas* (Sept-Jan)

Additional Activation: Sky Advance

Sky Advance is a new proposition which enables the extension of your sponsorship across multiple digital platforms. Using Sky's customer data to connect up our media landscape on and off line, sponsors will be able to deliver Linear TV sponsorship and Digital Activity in a truly integrated way.

74% of the Christmas Movies Sponsorship audience will use the internet to do their Christmas shopping. Therefore, adding this digital element to the package, not only will the client be able to create a 'call to action' for their campaign outside of the sponsorship, but we can also target audiences at key buying times during the Christmas period, such as Black Friday, Boxing Day sales & January sales. Therefore giving viewers direct routes to the client's website.

By using the Sky Advance data alongside the Christmas Movies Sponsorship, we can create a two phase approach that would drive traffic to desired client website, by;

- Reinforcing your sponsorship message** online by understanding who has actually seen your sponsorship and re-targeting them online.
- Extending your sponsorship** by targeting viewers online that have not seen your sponsorship on TV.



Contact Details

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About the Audience

No one does Christmas better than this audience. For them its **all about making every Christmas the best one yet**, full of festive family moments that bring the whole family together.

Not only are there plenty of gifts to buy, Christmas cards to send and the traditional family Christmas dinner to organise this person has it all to sort! This audience is all about having the **PERFECT** Christmas and will spend their money to make that happen.

The Christmas Organiser



40% of them are always **looking for ways to improve their home** (6% higher than average!) ...
...Christmas time is no exception from Christmas trees/lights/decorations to new sofas/wallpaper/dining tables to impress the whole family when they come round.



51% of this audience are interested in cooking food, which means the ritual of Christmas Dinner is of huge importance to them and their household.



Christmas is a **VERY** big deal to this audience and they are **21%** more likely than average to start **planning Christmas present buying in July/August** and **15%** more likely to **start planning in September**.

The Gift Giver



They are **16%** more likely than the average to have **between 11 and 15 people to buy gifts for at Christmas...**



...and **23%** more likely to have **15 or more people to buy gifts for at Christmas.**



They are **14%** more likely than the average to **spend between £500 and £799 on presents at Christmas.**



They are **22%** more likely to **spend £800 or more on Christmas presents!**



74% of them will **use the internet to do their shopping** with **44%** of them **using mail order catalogues and their associated websites** – that is **34%** higher than the average!