

# Opportunity

## E! People's Choice Awards Partnership Opportunity 2019



### Channel



### Dates

Build up: 4<sup>th</sup> Sept – 9<sup>th</sup> Nov 19  
Live Event: 10<sup>th</sup> Nov 19

### Platforms

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> On-air  | <input checked="" type="checkbox"/> Competition |
| <input checked="" type="checkbox"/> Digital | <input checked="" type="checkbox"/> VOD         |
| <input checked="" type="checkbox"/> Social  | <input checked="" type="checkbox"/> Event       |

## What is the E! People's Choice Awards?

An awards show for a new era. E! put the fans first and let them have a voice by voting for who and what is celebrated. The E! People's Choice Awards hosts talent from emerging through to established icons. This is the culmination and definitive review of the pop culture year from music, TV and film.

## The Opportunity

The E! People's Choice Awards are offering brands an opportunity to reach and engage with a young, female, upmarket target audience across multiple platforms and build an association with the worlds' hottest stars of film, TV, music and pop culture! A sponsor will have exclusive ownership of the PCA's in the UK. From the multi-platform build up to the awards through viewer voting and naming rights to a UK award, to having their brand featuring in the middle of the action live on the red carpet with a custom content plan.



### Linear



### Digital & Social



### Custom Content

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Multiple announcement promos</li> <li>• Voting call-to-action</li> <li>• "Get to Know the Nominees" vignettes</li> <li>• Winner announcement</li> <li>• Post show wrap up vignettes</li> </ul> | <ul style="list-style-type: none"> <li>• Sponsorship of site</li> <li>• Page articles and/or galleries (category and winner announcement, etc.)</li> <li>• SOV of category (display and pre-roll)</li> <li>• Sponsorship of other PCA articles and galleries</li> <li>• Amplification via paid social</li> </ul> | <ul style="list-style-type: none"> <li>• Custom "vote for me" creative for influencer personal platforms</li> <li>• Brand integration within award acceptance content</li> <li>• Int'l host participation</li> <li>• Video inserted into linear prime time repeat</li> <li>• Content amplified online and via social channels</li> </ul> |
|---|--|--|

## Key Dates

### September - October

Nominations Announced

Voting Starts

### 10<sup>th</sup> November



2 Hour Red Carpet



2 Hour Main Show Livestream Simulcast

### 11<sup>th</sup> - 16<sup>th</sup> November

Winners & Red Carpet Articles

## Secondary Opportunities

We can work with advertisers to create bespoke, brand integrated partnerships to seamlessly fit into the content. A few examples could be:

### Custom Brand & Influencer content

- Content shot in LA in the days leading up to the award show
- Influencer interviewed on the red carpet

### Dress the Host

- Let the fans decide what the UK host will wear on the red carpet.

### Ultimate Fan Experience

- Viewer competition giving brand's customers an opportunity for a 'money can't buy' VIP experience in LA, to attend the award show and walk the red carpet.

## E!'s Audience

E! viewers are serious shoppers, driven by social status, being glamorous, 'in the know' and telling their friends about it, amplifying and sharing a brand's message.

Viewers are:

- 4 times as likely to view the channel as glamorous compared to competitor channels
- 62% more likely to pay more for a celebrity endorsed product compared to competitor channels
- 53% more likely to spend over £500 on clothes.
- 21% more likely to spend over £500 on beauty & grooming.
- 48% love to try new products and brands.
- 66% Believe its worth paying extra for quality goods.



## Contact Details

Michael Thomas | Content Partnership Manager  
0207 032 6483 | michael.thomas@sky.uk