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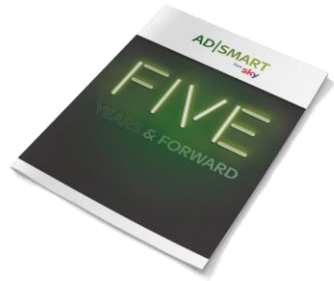
AD|SMART
from sky

Travel & Tourism Proposition

The Lion King



AdSmart: An Update



AdSmart proven effective with **48%** reduction in channel switching and a **49%** increase in ad recall compared to linear



With Virgin on board, we now have **10m+** enabled households and can reach **40%** of the UK



Planning and reporting is now at your fingertips with **Sky Analytics**

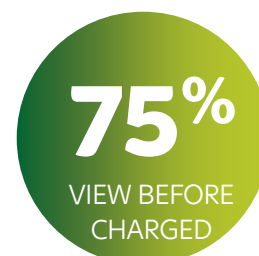
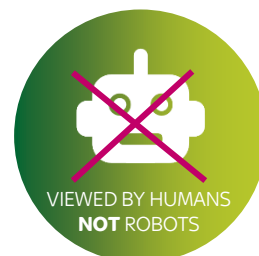
People are still firmly committed to taking holidays, with 60% of the population travelling abroad and longer overseas breaks as the beneficiary.

Families with young children take on average 4 holidays a year and are also most likely to book during January, to secure hotels and flights outside of school term. The same rule applies to those hoping to lock down a cruise or finesse the details of their luxury holiday.

AdSmart's unique TV targeting capability gives advertisers the ability to reach households based on purchasing insight from our partners at Mastercard, delivering efficient targeting to a market known to have a larger average spend on holidays

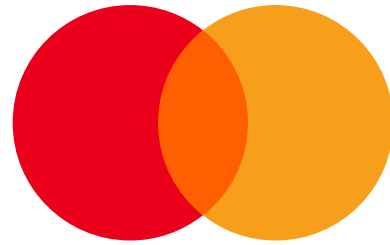
So not only can you reach an audience with proven higher propensity to purchase, they are also a highly engaged, and reached in a premium, brand safe, big screen environment.

Advanced Targeting capability in
Premium Environment



Use data to improve brand saliency during January 2020

Reach audiences most likely to book holidays within this key period



mastercard

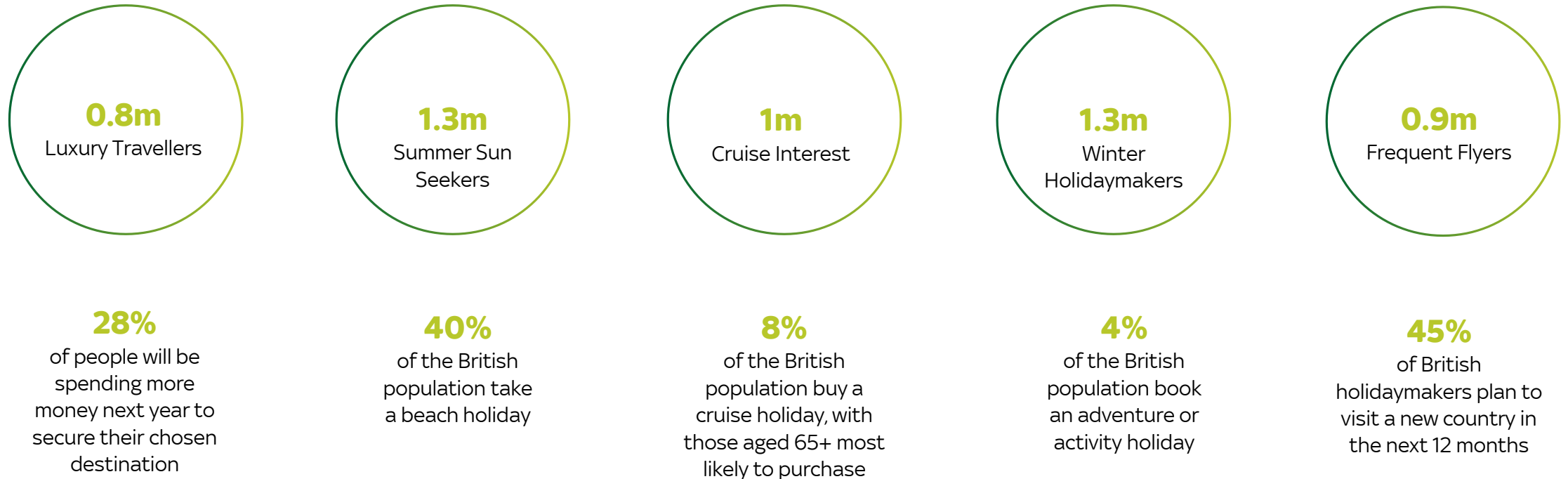


AdSmart's **unique TV targeting** capability gives advertisers the **ability to reach households based on historic purchasing insight**

...combined with **socio-demographic insights** enabling you to determine **household income** and **age ranges**

Packaged category audiences for travel advertisers

Reaching those with the highest propensity to book holidays



Luxury Travellers

26th December – 25th January

Audience Option	Household Universe	Average Frequency	Reach	Impressions	CPM	Investment
Top spend on luxury travel	1.3m	2.8	75.58%	1,686,625	£59.29	£100,000

Suggested overlay: Top-indexing Mosaic Types for households with an income over £60k and persons who have recently taken multiple holidays abroad and spent over £1,000 on holidays in the last year:
B05, A01, B07, B09, C10, A03, B08, A02, G26, G28, B06, A04, G27, G29, F22

Summer Sun Seekers

26th December – 25th January

Audience Option	Household Universe	Average Frequency	Reach	Impressions	CPM	Investment
Top spend on international travel during the Summer	1.3m	2	65.43%	1,356,496	£55.01	£100,000

Suggested overlay: Top-indexing Mosaic Types for households with an income over £60k and persons who have recently taken multiple holidays abroad in the last year:
B05, A01, B07, A03, A02, B08, C10, B09, G26, A04, G28, B06, G27, C11, G29

Cruise Interest

26th December – 25th January

Audience Option	Household Universe	Average Frequency	Reach	Impressions	CPM	Investment
Top spend on cruise travel	1m	2.7	76.58%	2,057,189	£46.72	£100,000

Suggested overlay: Top-indexing Mosaic Types for households with an income over £40k and persons aged 56+ who have taken an holiday abroad in the last year:
C10, B08, B09, B07, B06, B05, G26, G29, G28, A01, F24, A04, F22, A02, A03

Winter Holidaymakers

26th December – 25th January

Audience Option	Household Universe	Average Frequency	Reach	Impressions	CPM	Investment
Top spend on international flights during Dec-Jan	1.3m	2	65.41%	1,399,327	£53.64	£100,000

Suggested overlay: Top-indexing Mosaic Types for households with an income over £40k and persons who have taken multiple holidays abroad in the last year:

B05, A01, B07, A03, B09, A02, B08, A04, C10, B06, G26, G28, G27, F24, G29

Frequent Flyers

26th December – 25th January

Audience Option	Household Universe	Average Frequency	Reach	Impressions	CPM	Investment
Top spend on international flights during Dec-Jan	0.9m	2.4	72.77%	1,717,917	£58.21	£100,000

Suggested overlay: Top-indexing Mosaic Types for households with persons who have taken multiple holidays and short breaks abroad in the last year:

A01, B05, B09, B06, B07, C10, A03, A02, B08, G28, G27, A04, F22, F24, E20

Travel brands are increasing booking consideration using Sky AdSmart

Selected Sky AdSmart effectiveness results from the travel category



Hilton Hotels & Resorts raised booking consideration by **+13%** amongst their selected Sky AdSmart audience



Using Sky AdSmart, British Airways reached an audience who were **+25%** more likely to agree that the advert was aimed at them compared to their traditional linear TV audience



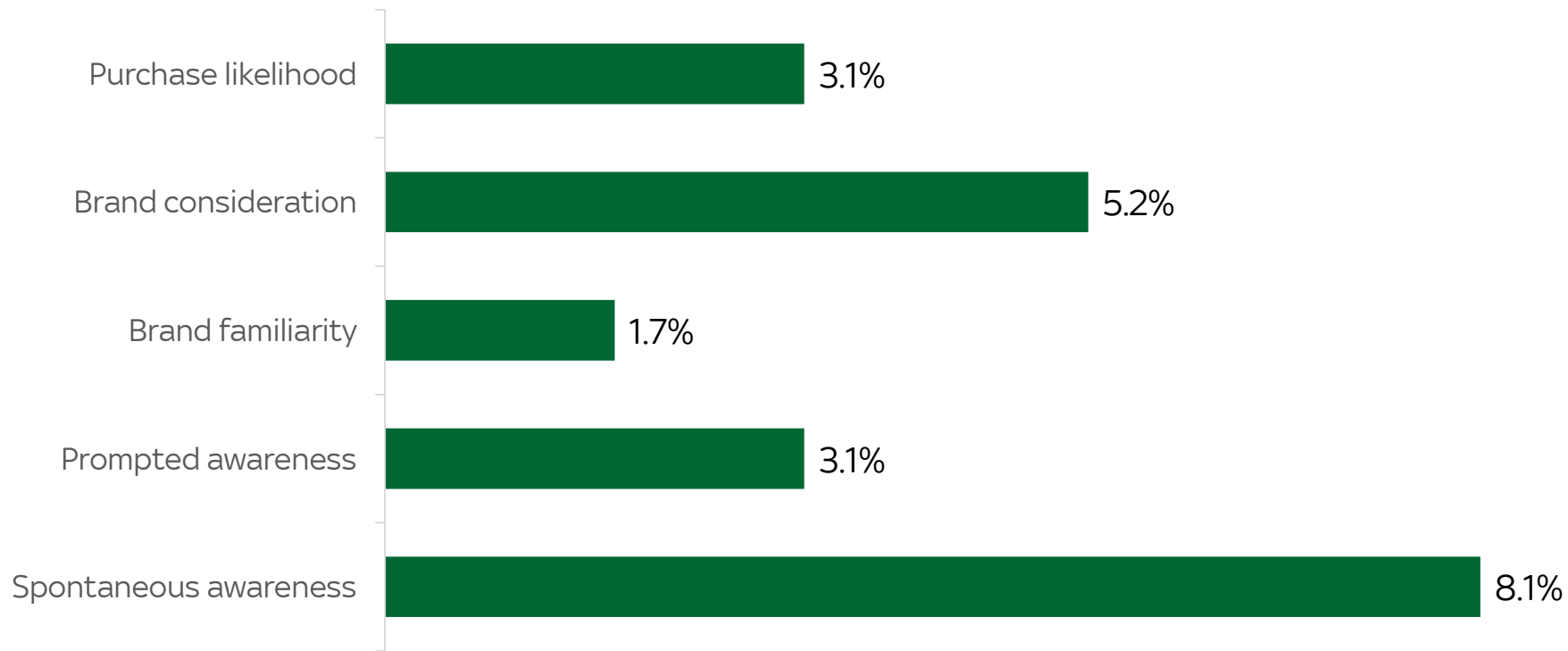
James Villas received a **15%** increase in orders and **14%** incremental order value from targeted Adsmart audience Vs all other customers



Caribbean destination Cayman Islands increased booking consideration by **+100%** amongst a targeted Sky AdSmart audience

On average travel brands see uplifts along the purchase funnel

Brand KPI metrics: average increase for AdSmart exposed v non exposed (travel campaigns)

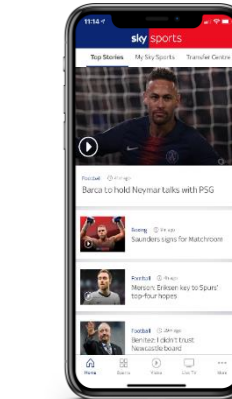


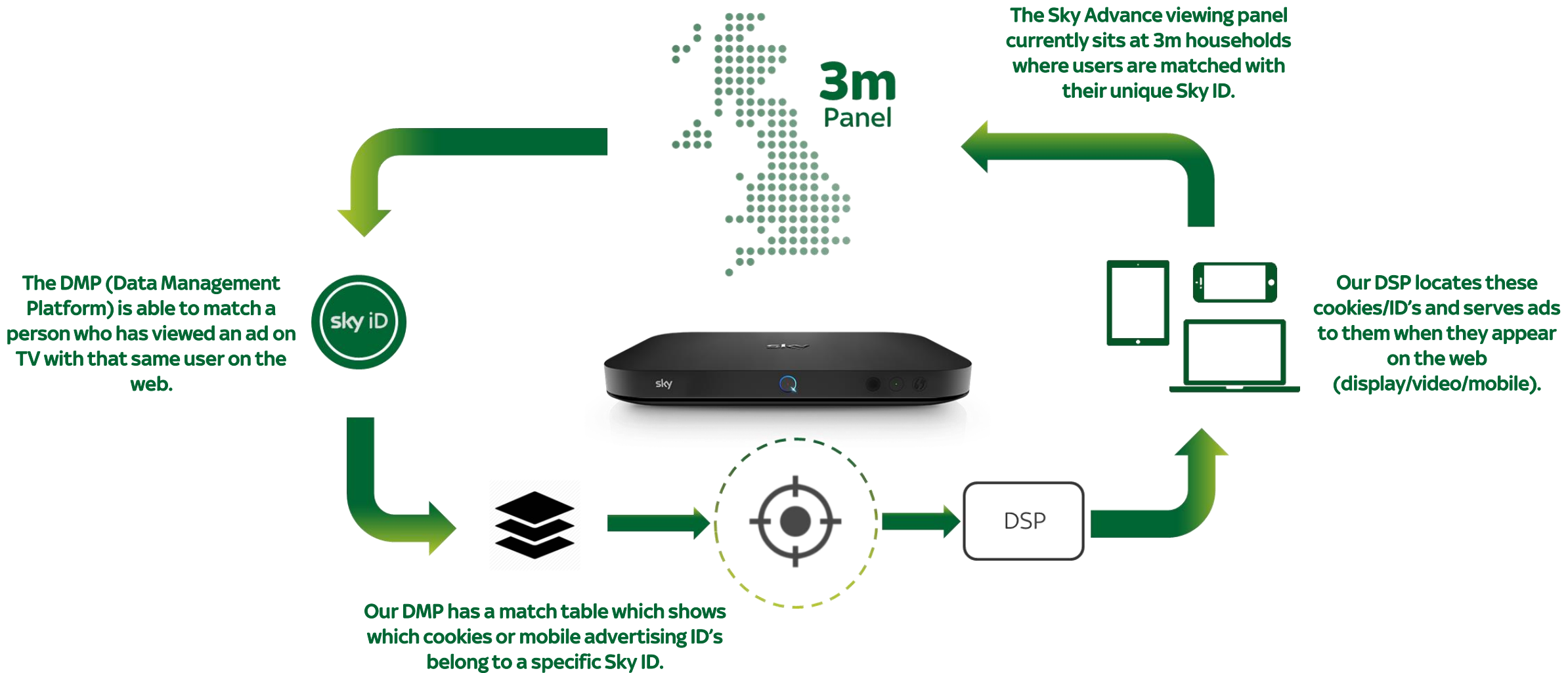


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Re-targeting via
Sky Advance

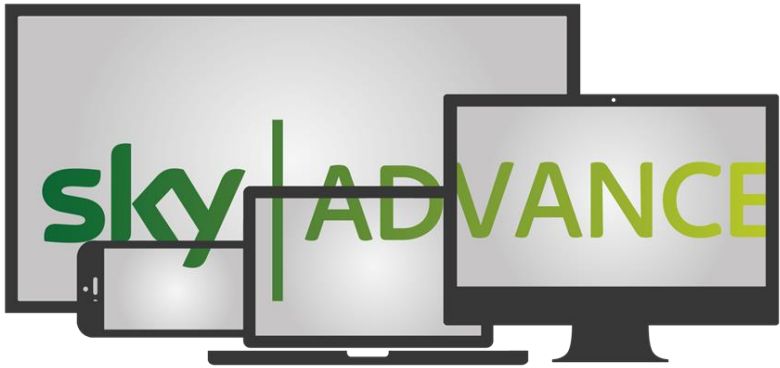
Sky Advance connects TV viewing data to the digital world, breaking down the barriers between broadcast and digital campaigns







Target households that have seen the advertiser's ad on TV to reinforce the brand message online, increase awareness, drive traffic to a site or point of purchase, or tell a story across screens



Adsmart
Reinforcement

Budget	Format	CPM	Imps	Freq
£50,000	Video	£32.39	1,543,686	1.5