

Sky Glass would like your attention



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Entrant details

Company Name EssenceMediacom

Summary Paragraph

August 22 saw a brand new launch from Sky in the form of Sky Glass. Dish free TV.

Our challenge was simple yet ambitious. Wherever someone was and whatever media channel they were consuming in their day, we would reach them and showcase our new product arrival - Sky Glass

Background and Objectives

Sky have been duking it out in Ireland for a number of years against the main competitor set; Virgin Media, Vodafone and EIR. This category has greatly diversified with the entry of deep pocketed new brands, offering subscription streaming services in Disney+, Netflix, Amazon Prime and Apple TV.

The new streaming competition offered a premium service without a requirement for a satellite dish, leveraging a rich pool of legacy and original content.

Sky invest heavily in Ireland and are the paid TV leaders with a consistent share of voice of 35-40% each month. Around 30% of campaign investment will be invested in AV.

August 22 saw a brand new launch from Sky in the form of Sky Glass. A bold and daring entry into the hyper competitive market of TV set sales, going head-to-head with electronic giants Sony, Samsung and LG.

Glass was a dish free solution, bringing new product innovation to the masses.

Launch objectives were to successfully penetrate and disrupt the TV set sales market, to achieve 95% +1 awareness of Sky Glass in the 4 weeks launch, to gain a 50% share of voice and hit ambitious sales targets of the TVs and accompanying Sky packages.

The Strategy

Sky Glass broke down a number of legacy barriers to Sky. Individuals living in residences with strict no dish policies became a new prospect for launch. Families who wanted to upgrade their TV set with flexibility to finance at 0% APR, became a new prospect. Early adopters and tech enthusiasts became a prospect.

So although we have detailed audience research across a variety of core Sky prospect segments, their media consumption and what a day in their lives looks like, Sky Glass was going to significantly broaden our target prospects away from Sky's historic segmentation groups.

We could potentially attract students in shared dormitories, flourishing young families, or sports and movies fanatics across all age ranges to name just a few. We needed a media launch strategy that considered how a day in these people's lives would be fundamentally differ to each other.

What media is a student consuming at lunchtime, vs. a housewife, vs. a scaffolder vs. a CEO. How could we reach a student scrolling Tik Tok in the morning, a housewife watching daytime TV when their child finally goes down for a nap, the scaffolder browsing soccer games on that evening, and the CEO checking stock options online? (excuse the grotesque stereotypes!)

Our strategy and launch idea needed to deliver mass reach and mass awareness on launch day. TV and broader AV played a fundamental role in achieving this. We work with Sky on quarterly econometric models, alongside brand modelling, which provides detailed intelligence on the performance of TV and AV.

Covering both sales efficiency and also the positive impact on key brand metrics; spontaneous awareness and ITP. TV remains the strongest driver of all these metrics, across all products, so was our first priority when delivering the optimal launch media plan.

Our AV strategy was underpinned by our AV philosophy at EssenceMediacom, which is a OneAV approach. As the way people are consuming video has evolved our planning needed to reflect this. We have moved from planning TV and video in silo, to holistic AV planning. We moved from TVR to AVRs as our currency. A linear TV spot, a BVOD break, a YouTube non-skippable ad, or a social video 10", all align and are measured within one holistic plan.

To guide and optimise this OneAV approach we developed an AVR Calculator which enables us to plan and optimise all AV within one media plan.

In summary our primary audience research across these new prospect groups revealed broad channel consumption. Both in terms of consumption environments, but also different key times of the day. On launch day we implemented a strategy and delivered an impactful execution which guaranteed that 'wherever someone was and whatever media channel they were consuming at a specific time, we would reach them with our product arrival - Sky Glass'.

It needed to be disruptive, deliver mass reach quickly and capture widespread attention.

The idea we named Attention Domination was born and it was more ambitious than anything seen before in Ireland.

The Plan

The plan for a nationwide Attention Domination across Ireland on launch day started by identifying 3 key peaks of consumption across the day.

For this strategy to be successful, these 3 peaks not only needed to maximise reach to our prospect audiences, but we needed to understand bespoke transmission schedules across multiple channels.

To achieve this activation we worked with every main Irish media owner.

TV was our lead and priority channel and we researched all channel roadblock opportunities across the day. We wanted to align this then more widely with a full audio roadblock, at the exact same time.

Following much negotiation we identified 9:05am, 13:15pm and 9:10pm as our 3 target attention domination peaks, which would work across our broadcast channel selection. The critical time period was within 3 minutes of these time peaks.

This had to be a OneAV domination and this presented a challenge as never been attempted before. Our video launch asset had to be seen across all AV environments within these peaks.

This would ensure that wherever a prospect was and whatever media they were consuming at that specific time, they saw Sky Glass showcased.

With much of our broader AV running across algorithmic channels, we needed a unique, trading and optimisation plan to beat the system here. We set up bespoke, 3 minute boost buys across all programmatic channels and by maxing our bidding strategies across platforms, we were able to guarantee that Sky Glass would be the top bidder across exchanges. This effectively forced the launch video into the prospects browsing environment.

Never been attempted before and a very manual and granular process.

All video environments were prioritised in line with our holistic AV ethos. Multi-channel BVOD, social video across; Facebook, Instagram, Tik Tok, Twitter and Snap. In addition YouTube non-skippable video placements complimented by additional online video placements spanning the programmatic network. The boost bid strategy delivered our launch video asset across all channels within 3 attention domination peaks. We even aligned digital OOH.

So whether you were flicking through social media, sat on your sofa at home or walking down Grafton Street, in each of our 3 peaks everyone saw our launch ad.

The launch strategy was activated exactly as planned.

The AV creative across various platforms applied best practise principles, from our Test Vault of learning. We utilised a 40" creative for the linear TV. We know that the positive short term impact on spontaneous awareness and sales is greater than a 30", informed by our econometrics and brand health regression modelling. The extended time also enabled us to tease, excite and unpack benefits in the execution.

Moving across the wider OneAV plan, second length creative cut downs optimised to each platform were produced. We know from rigorous previous testing the optimal length across YouTube, Meta, Twitter and Snap. Along with media optimisation, creatively we applied best practise from previous test/learn and workshops with these suppliers. This informed optimal messaging structure and the critical first 3 seconds to capture attention.

Aligning the creative to the individual platform was a priority.

Following the attention domination launch, all AV then continued into campaign phase two. Our proprietary AVR calculator enabled us to holistically plan AV across TV, BVOD, OLV and social video using our one universal AV metric. We consider audience platform index, view rate, viewability and ad recall to power the calculator and align with traditional TV.

Our AV planning tool alongside our AVR calculator informed our weights and phasing, to deliver an optimal lay down. Ensuring we maintained an AVR effective adstock band of 440-878 across the 5 weeks.

The Results

Our results;

- Sky Glass was the No.1 TV set seller in Ireland across both September and October in unit sales. Beating the market leaders; Sony, Samsung and LG.
- Our launch campaign delivered 97.6% +1 reach vs. adults in the first 5 days, reaching 3.6M adults.
- The 3 attention domination peaks delivered an uplift in search volume within a 3 minute window of the peak vs. daily average of; +36% 9.05am peak, +188% 1.15pm peak and +234% 9.10pm peak (Google Trends Aug 22). This trend was also mirrored in site traffic (GA 22).

Sky Glass was independently measured both using our Marketing Mix Modelling and also Contact Optimiser, which models brand metrics and performance of media channel.

- TV was the strongest modelled channel performance at launch, shown as an index of average channels being 1, TV was 2.6. Using MMM this is a pure read of TV performance as seasonality, price, competitor impact etc are all isolated and excluded.
- Furthermore the positive multiplier effect from TV was 1.57, so delivering a significant halo across other media channels also which ran alongside TV.
- Number 3 in our media channel efficiency rank was Connected TV via YouTube. This delivered a performance index of 1.8, with a multiplier of 1.23.

Looking then at channel performance via Contact Optimiser, TV again was the number 1 media channel driving both spontaneous awareness and intention to purchase, which are the two metrics modelled.

Efficiency index was 2.1. This result was consistent across new prospects and upgrades.

- Overall promoted awareness for Sky Glass doubled since launch. (Sky Toyota brand tracker)

Further results from the campaign included brand lift studies which were in place for pre and post analysis.

- Connected TV (YouTube) - Absolute lift 22.7% - which means that people who saw our ad on YouTube were 22.7% more likely to be aware of Sky Glass than people who hadn't seen the ad on Connected TV YouTube.
- o The YouTube benchmark advised was a good absolute lift of 2%

Launch performance was also accompanied by strong business results;

- Highest ever footfall- retail store footfall increased and retail sales exceeded forecast,
- Increased our customer base – over 70% of Glass sales were new Sky TV customers, with only 30% of existing customers upgrading to Glass. A huge win in opening up new headroom and ensuring business growth.

So in summary the Sky Glass launch was a big success with all target KPIs hit and AV was very much at the heart of this. Delivering mass awareness in a hyper time targeted way, exceeding sales targets along with driving a strong movement in brand metrics which are so notoriously challenging to shift at pace.

We demonstrated how powerful a OneAV approach can be. A truly holistic approach to AV planning, powered by bespoke tooling, has created a blueprint which future proofs our approach to AV planning.

This will become more critical to agencies and our clients as the TV and AV market in Ireland continues to evolve and fragment.

Client Involvement

'This was an extremely exciting & innovative launch strategy, deeply rooted in TV. With a new product launch, building awareness and understanding of the product quite quickly is key.

The attention domination has never been done before in Ireland, and immediately we saw the impact of it, with a significant direct correlation in search and site traffic at these 3 times of day.

The campaign smashed all KPIs and sales targets for Sky Glass, as a result of a really clever and impactful launch strategy delivered by EssenceMediacom'

Melissa Byrne, Sky's Head of Media
