

**SKY**

**OPTIMISED TARGETING,  
MESSAGING AND DESIGN  
TO CONVINC  
FREEVIEW CUSTOMERS  
TO SWITCH**

sky



**Royal Mail**

MarketReach

# BACKGROUND

Sky had a challenge on their hands; to attract large volumes of Freeview customers who weren't paying for TV, to Sky's paid for service. Research consistently showed that Freeview customers didn't usually see the value in pay TV for the price.

Previous campaigns had focused on Sky white world branding, featuring TV bundles accompanied by compelling targeted offers. With an always-on approach to door drops, it was important for Sky to keep their marketing fresh to avoid tire and wear out. So the broadcaster introduced an entirely new approach to create impact and cut through to attract new customers.

# SOLUTION

Sky wanted to ensure that their message reached those customers most likely to switch. Working with their insight and decision science team, Sky developed a model that among other things, looked at pay TV penetration, financial risk, affluence, geography and propensity to purchase and overlaid this on postcodes with high concentration of Freeview customers.

Next, they developed a new creative approach: showcasing their great content.

The campaign used the most popular show anywhere on TV, Game of Thrones (exclusively available on Sky Atlantic), to grab Freeview viewers' attention and entice them to switch. This was combined with a persuasive half price offer into a proposition people found hard to refuse: entertainment everyone was talking about for less than they expected.

The creative used an unusual (and never previously tested) square format to achieve doormat standout from both competitors and all other conventionally shaped pieces. For further impact, Sky stepped away from their traditional white world and selected a particularly striking full-bleed Game of Thrones image. Half the image was then covered by the core message 'Get the whole story for half the price' to tempt the recipients to open and read further.

The door drops creative was optimised by using best practice mail principles such as clear eye paths, tangible customer benefits, bullet points and bold calls-to-action. It also introduced new behavioural economic techniques such as nudging ("Our most popular TV bundle"), herding ("The box sets everyone's talking about") and chunking (clearly comparing each bundle content).

The copy was kept tight and focused on the key features of four TV bundles. Drawing separate key lines around extra features and a strong call-to-action ensured the whole piece felt uncluttered and clear.



# RESULTS

Results were outstanding, outperforming Sky's previous champion door drop.

Acquisition (enquiries) was 15% above target and conversion (sales) 18% above target, showing that the "whole story, half the price" offer was hard for people to refuse as both an emotional draw and a rational deal.

Incremental sales beat the previous champion format by 22% and delivered a 1.7:1 ROMI.

"Door drops are a key medium for Sky – they enable us to get broadcast coverage at a low cost. For this campaign, we were able to refresh the creative by capitalising on our great content and introducing a new format" Liam Popham, Sky.

