



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

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Campaign objective

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.

Solution

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

Campaign results

Results were outstanding Acquisition (enquiries) was **+15% target** and conversion (sales) **+18% 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**

