

Sky

Radio cost-efficiently recruits movie fans at Christmas



Background

Christmas is a key recruiting time for Sky because so many households want to upgrade to the very best TV choices over the festive season. An advertising campaign across TV, print and outdoor was in place, and the task for radio was to bring the featured content together and create a warm sense of recommendation for signing up to Sky at Christmas.

Why radio?

Every Christmas season, radio DJs regularly talk about Christmas day experiences, so Sky decided to harness this and create content in which DJs could talk about Christmas time in their home/family including the important role that movies play.

DJs tend to have the authority and status of a friend, which makes them ideal as recommenders of movies and entertainment (they're not experts – they're mates).

Implementation

It was important to go for scale, so DJs from different radio networks had to appear on each other's stations – this required a collective briefing of stations so that they could embrace the challenge in a united way. Key spokespeople in the campaign of the inter-group on-air trails were Simon Bates, Johnny Vaughan, Jamie Theakston, Christian O'Connell and Neil Fox, amongst others.

Results

Sky and their agencies were impressed as the radio formed part of an integrated campaign which saw an increase in sales at the time the radio ran. Further research also showed that the radio activity helped deliver a much lower than expected cost per sale.

Radiocentre Comment

Warm recommendation of a product or service? Ask the listener's friends...

"This was another first for us on radio using the skills of the show producers and station talent in a way that had not been done by us before. Together they helped us celebrate our Movies at Christmas campaign in their own styles and tones. It sounded amazing and the results exceeded our expectations too" Bob Suppiah, Director of Promotions & Partnerships, Sky