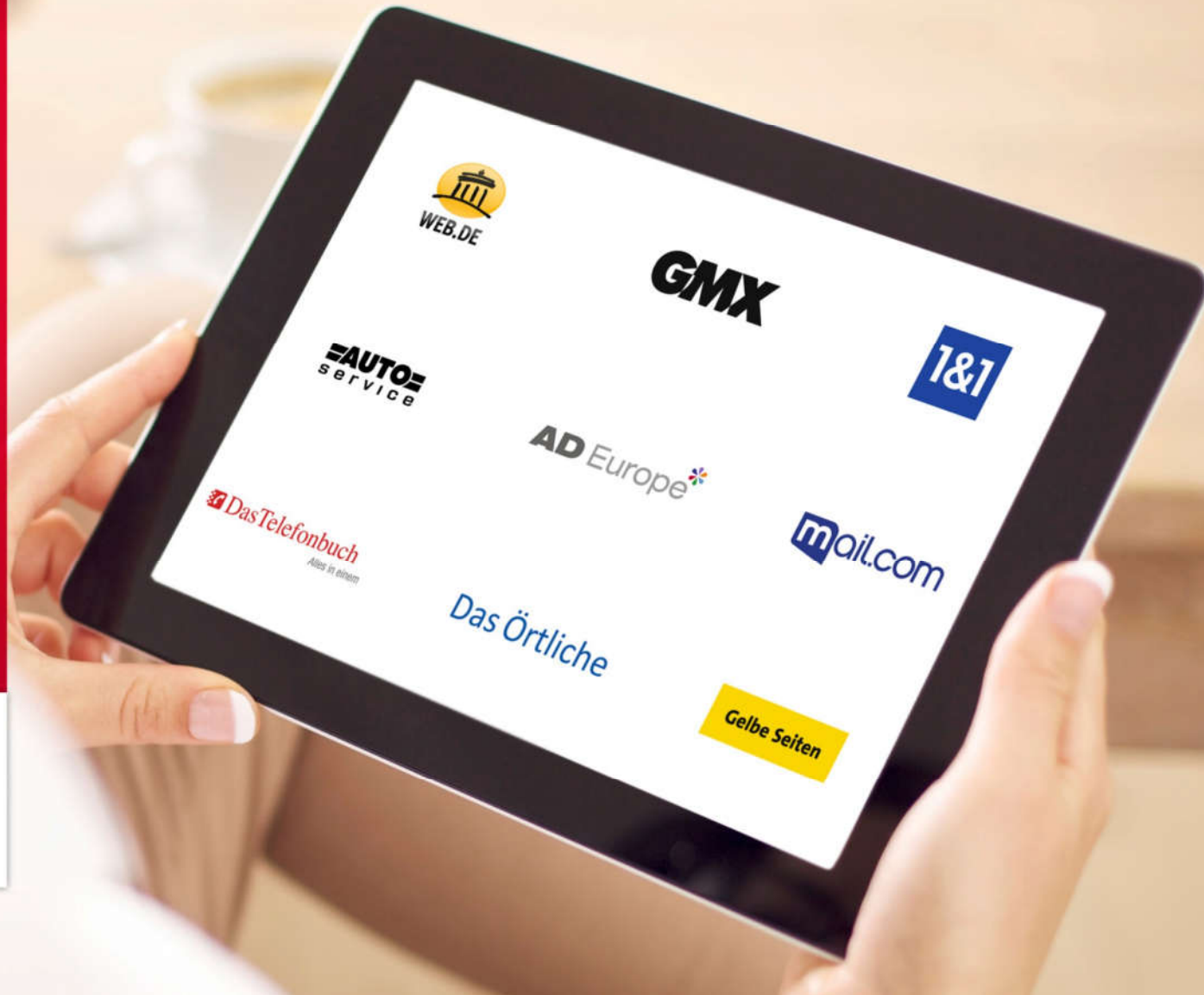


MULTI SCREEN
STORYTELLING
SKY DEUTSCHLAND

united
internet
media



Multi-Screen Storytelling – One Step Further in Multi-Screen Evolution

Multi-Screen Targeting

= cross-device addressing of target groups

Multi Screen FC

= device-synchronized contact control with optimal dosage

Multi Screen Storytelling

NEW

Multi-Screen Storytelling: Enables the definition of the sequence of devices or ads within a digital campaign!

- ✓ Addressing a single person in a certain, predefined order
- ✓ Transporting ad messages in a more emotional way in form of a storyline by a specific order of creations



↓ Mobile Medium Rectangle



1



↓ Billboard



2



Mobile Medium Rectangle ↓



3

BEST PRACTICE MULTI SCREEN STORYTELLING SKY DEUTSCHLAND



Multi-Screen Storytelling Successfully Implemented with Sky Deutschland: The Campaign Steps

Step 1

- Online video ad analogous to tv commercial
- Small and big screen
- Billboard, MaxiAD+, Mobile content ad



Step 2

- Display ad with excerpt from video ad / tv commercial as well as further product information
- Small and big screen
- Billboard, MaxiAD+, Mobile content ad



Step 3

- Performance oriented creation
- Big Screen
- Ad Bundle
Content ad,
Super Banner,
Skyscraper



Multi-Screen Storytelling Successfully Implemented with Sky Deutschland: The Ads

Step 1

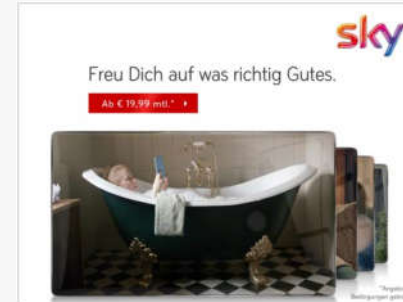
Step 2

Step 3

Big Screen



Big Screen

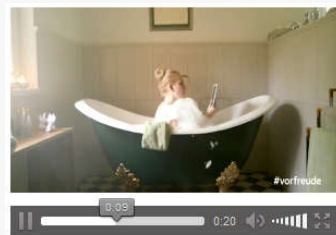


Big Screen



Online video ad analogous to tv commercial, curiosity is aroused ("Get ready for something really good") >> reference to tv commercial incl. first product information (monthly from 19,99 €) >> purchase activation by performance oriented creation on big screen providing all relevant information

Small Screen



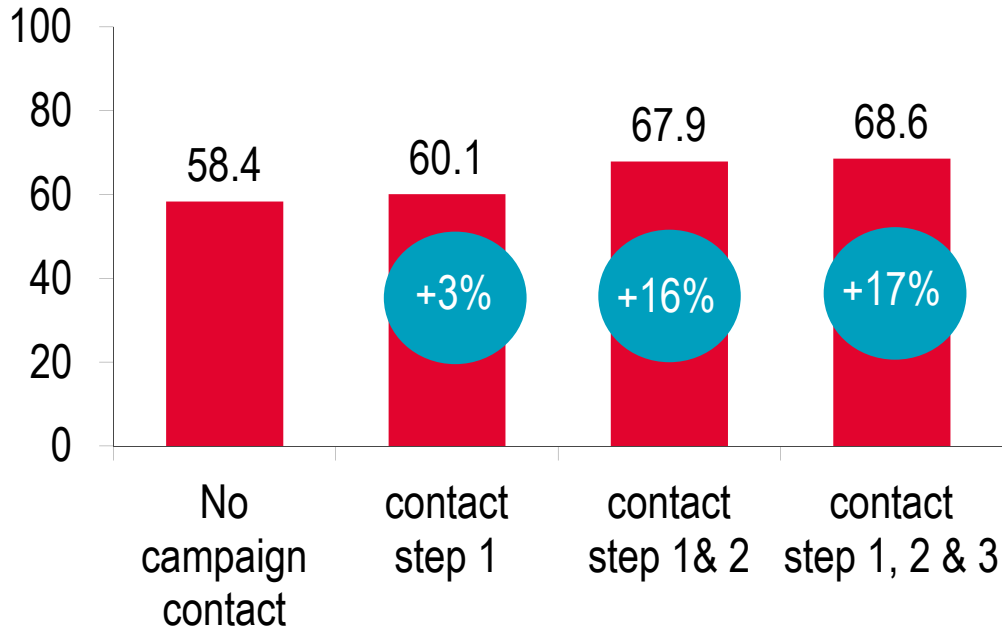
Small Screen



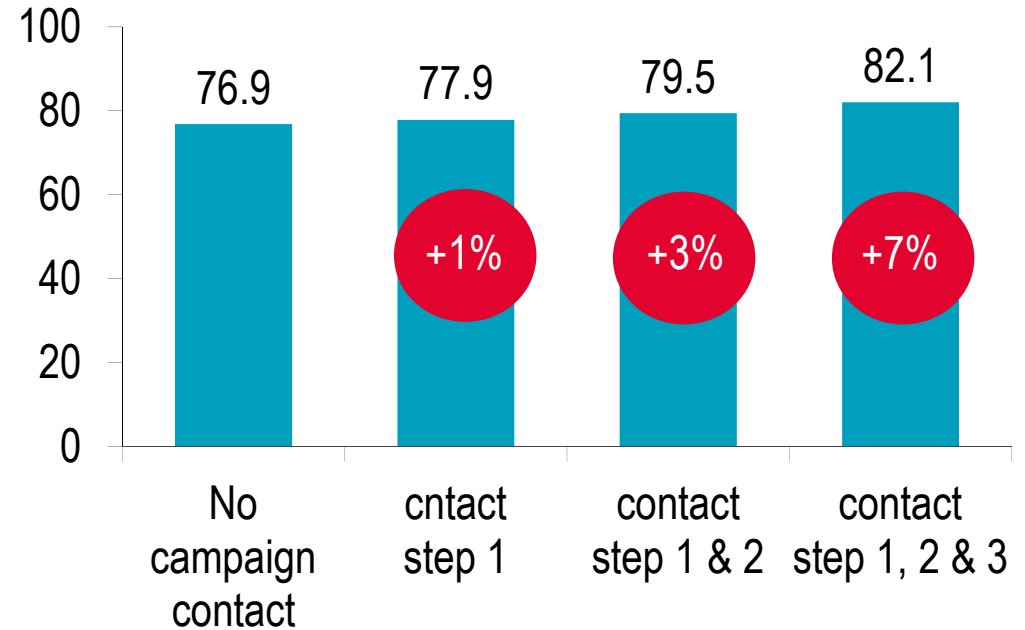
Note: Big Screen Ads linked in presentation mode.

Above Average Effects: Increase with Every Further Campaign Step

Unaided ad recall, in %



Aided ad recall, in %

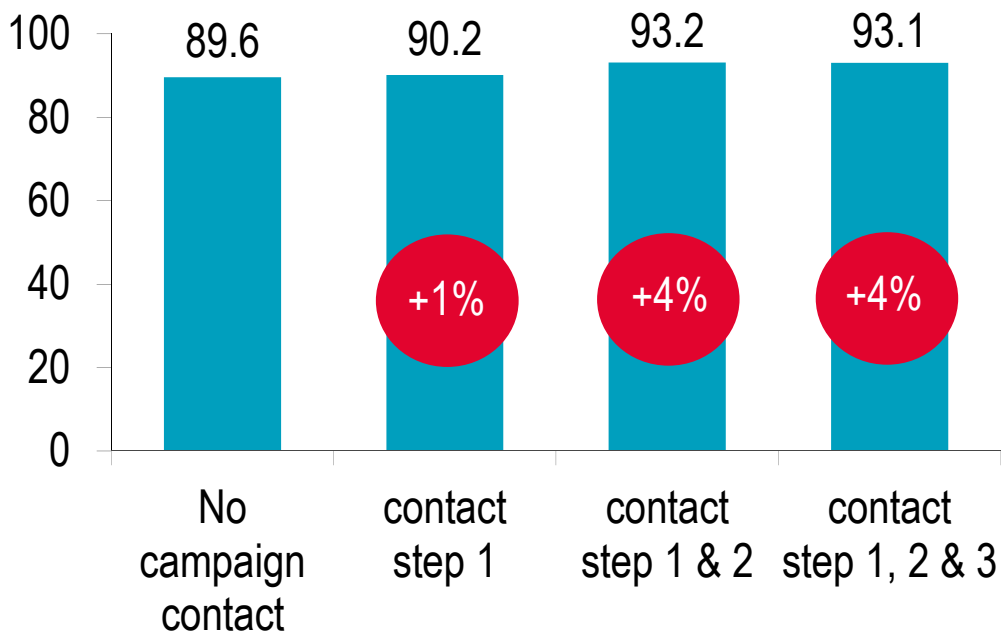


Benchmark: Average increase of ad recall of 5% by contact with an online campaign, at an average base level of more than 50% (n=23).
Source: United Internet Media WEB.Effects Impact Benchmark 2015

Base: Total / Increases in % referring to control group
For which (of the following) pay tv provider have you seen advertising recently?

Brand Awareness of Sky Increases Above Average Despite High Base Level

Aided brand awareness, in %

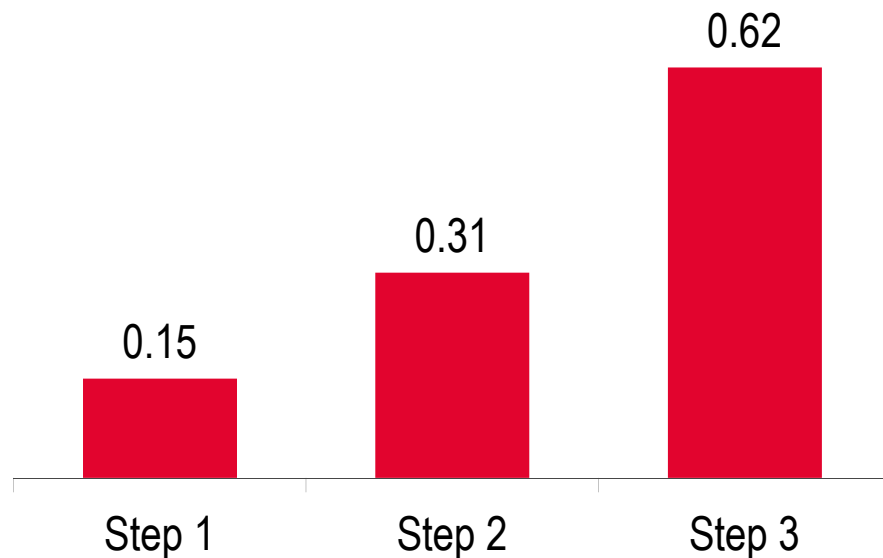


Benchmark: Average increase of brand awareness of 0,4% by contact with an online campaign, at an average base level of more than 80% (n=67).
Source: United Internet Media WEB.Effects Impact Benchmark 2015

Base: Total / Increases in % referring to controll group
Which of the following pay TV brands do you know, albeit in name only?

The Shopping Cart Increases with Every Campaign Step A Maximum in Multi-Screen Contacts Led to the Highest Share!

Extract of campaign reporting, in %
Shopping cart share aggregated by campaign step



Shopping cart share in % within the group with maximum of multi screen contacts :

Big Screen contacts as well as Small Screen contacts in step 1 and 2 (step 3 was delivered on Big Screen only)

0.86

Aggregated shopping cart shares (percentage referred on number of unique users for each campaign step: n=2.279.754 / 816.248 / 224.675), independently of whether further contacts occurred after respective step



The holistic true multi screen targeting campaign with emotional story elements supported us strongly to achieve a significantly higher advertising efficiency with the „Sky Wunschpaket“ campaign. The accurate, on all devices feasible multi screen story telling of United Internet Media boosted both brand awareness and purchase activation. Hence we could overachieve our campaign goals.

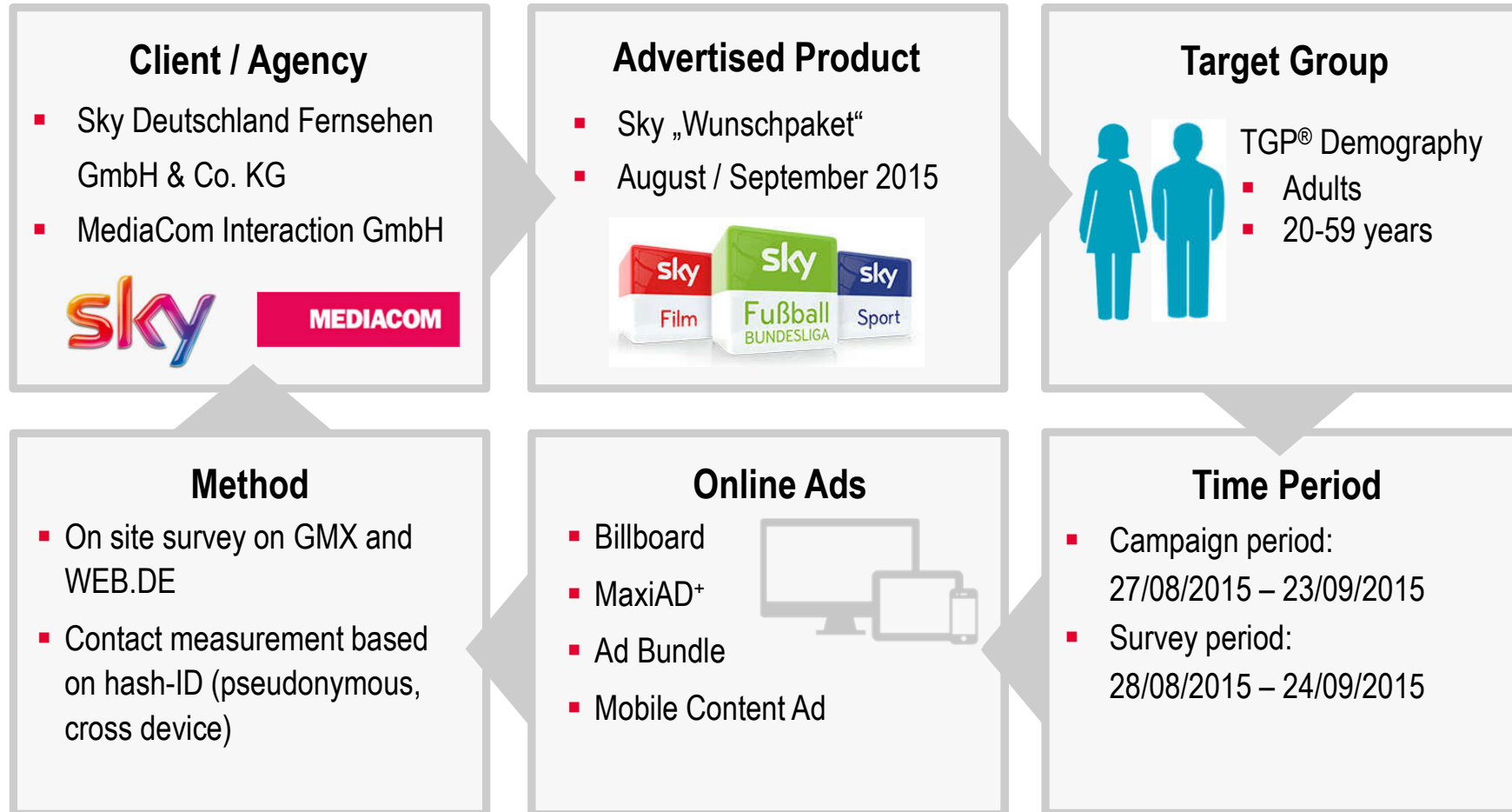


Norbert Pellkofer | Director Web Marketing & Sales
Sky Deutschland Fernsehen GmbH & Co. KG

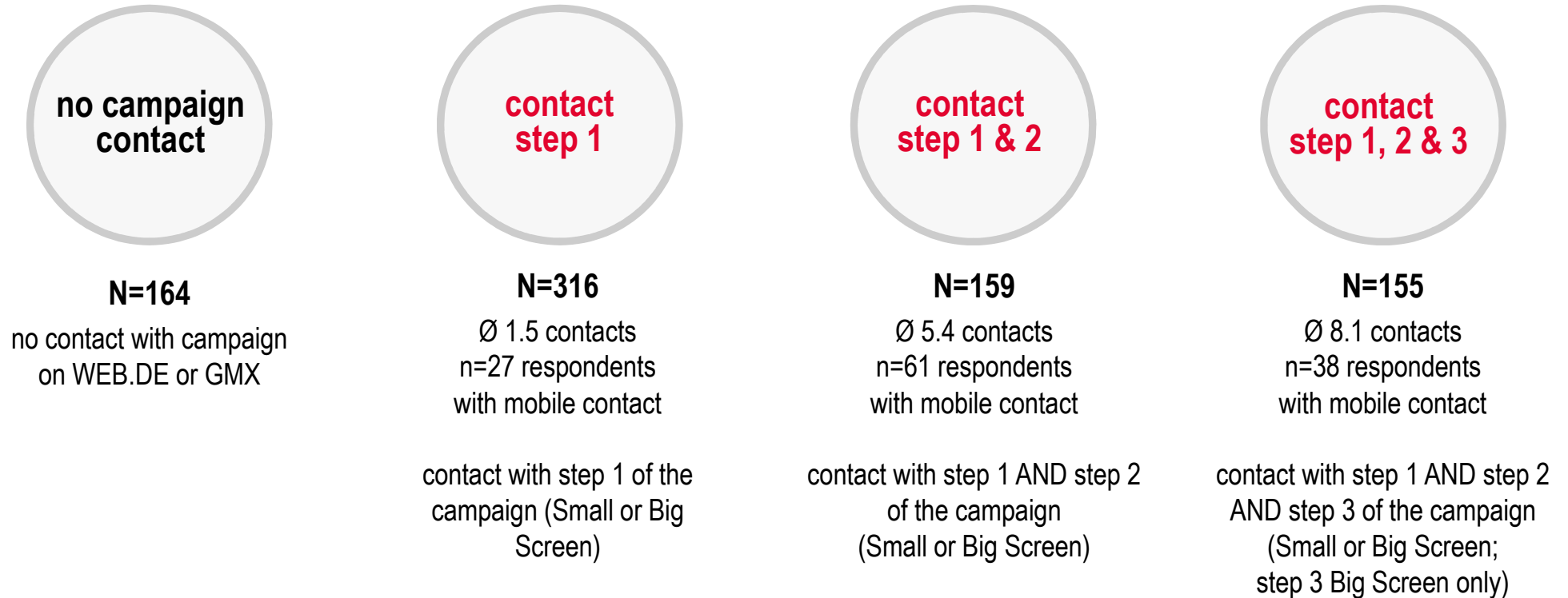


BACKUP

Outline Data of the Sky Campaign / Study



Sample: Control Group plus 3 Contact Groups



Shown are sports fans, samples weighted among each other by age, sex and interest to make them structurally identical and comparable.

Thank You for Your Attention!



Jeannine Klar

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