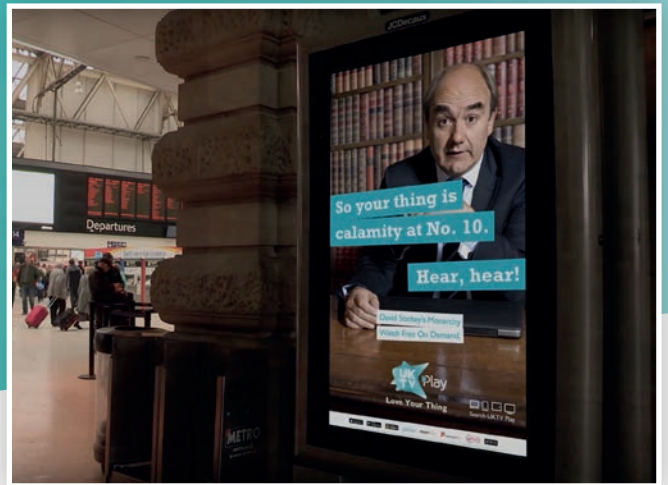


UKTV PLAY

SMARTER AS STANDARD



OBJECTIVES

- UKTV Play was a new on-demand service, offering catch-up programming from the broadcaster's channels.
- We wanted to communicate the fact Play offered something for everyone and to acknowledge the different ways people watch video on demand.

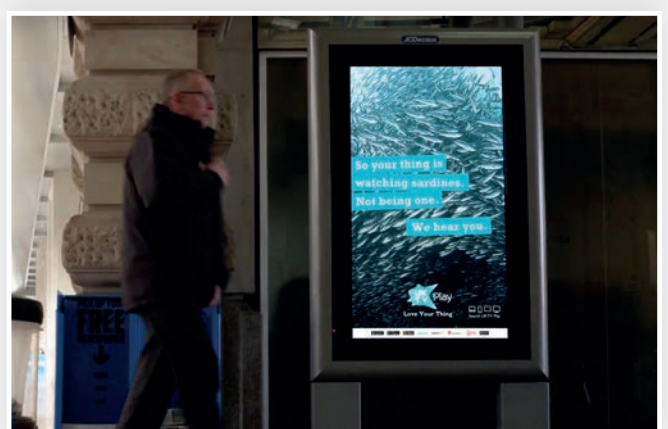
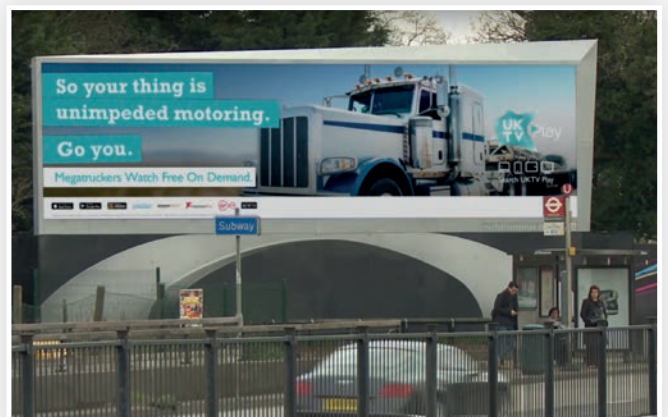
STRATEGY

- To establish UKTV Play, we used live data feeds contextually in commuter and high-dwell environments to land our messages when most relevant.
- The creative positioning was 'Love Your Thing' – supporting that UKTV Play has something for everyone.



EXECUTION

- Real-time data and locational environments determined the creative used at any one time. It included:
 - » Location specific messaging on the London Underground and National Rail network
 - » On roadside locations traffic data would determine the ad played
 - » Weather and time of day would play a part in messaging in Rail, High Street and Underground environments
 - » In mall and retail environments the creative used would promote period dramas, playing on the costume element
- Additionally, data was supplemented by overnight BARB figures and social media trends to promote the most popular programming.



RESULTS



- We saw the app's best ever results in terms of a huge +86% increase of downloads and +49% views.
- The contextual DOOH ads were 2x more appealing than non-contextual versions.
- DOOH delivered 20% improved campaign efficacy.
- Full year results achieved, smashing brand targets by 44% and 5% respectively.