

uktv GOLD

The Cockfields

We collaborated with Sky AdSmart, to create a two-pronged ad Campaign featuring both Television and OOH Advertising. Through the use of Ada, we were able to target people based on their viewing behaviour and therefore position effective advertising for the show in areas which would receive the maximum attention.

Based on this analysis we selected Rail D6s that the audience were most likely to see, allowing us to increase the frequency of exposure, alongside other channels such as linear; TV, Direct TV and Sky AdSmart.

5%

INCREASED
VIEWERSHIP
35-44 YRS

637 K

VIEWERS TUNED IN, OUTPERFORMING
THE TASKED FIGURE OF 500,000

SMARTER AS STANDARD



Talon