

Entry for CIPRIDE AWARDS.

Category: Internal Communications

Subject: Sky+HD employee roadshow

1000 word summary

Strategy

Sky is a business that loves to push the boundaries with groundbreaking products and amazing new technology. Over recent years they have done more to shape the future of entertainment in the UK than anyone else.

As new products are introduced, employees often have a difficult job understanding all the different aspects and benefits of the technology and articulating them to customers, family and friends.

So in November 2009, we were asked to find a way to both explain and enthuse Sky people about the most revolutionary new product Sky had ever created – Sky+HD.

Sky employees are not based in one central location but spread around the UK at locations such as Osterley, Livingston, Dunfermline, Uddingston, Yorkshire, Lancashire and Glasgow.

Therefore our plan was to create a roadshow loaded with Sky+HD technology that would enable Sky people to experience the amazing clarity and quality of high-definition first hand.

We needed to demonstrate how this technology compared with traditional television. Equally we wanted to show where Sky were heading in the future and showcase some of the new ideas in the pipeline

We also needed plenty of wow factor. We knew that this had to be a big experience that left a lasting impression.

Implementation

To get this show on the road our plan was to refit two giant expandable trucks and inside the trucks we would install state of the art Sky+HD and 3D TV technology. The two trucks would travel north and south of the UK independently with each truck having it's own onboard production crew.

The inside of the trucks gave our designers the chance to demonstrate their creativity. We created two distinct zones – one zone would reflect the look and feel of the SUPERTELLY factory created in the Sky TV ad. The other zone would become a living room area where people could imagine what it would be like to view this technology at home.

Because employees could only be away from their desks for a maximum of 25 minutes we needed to pack a big punch in a short space of time.

We also knew that some Sky people wouldn't be able to make it, so we also created a website where employees could watch the presentation and participate in the quiz.

Last, we planned a schedule for the two trucks. As each truck would take no more than 25 people at a time, it was clear that we'd have to work hard to show the presentation to the thousands of Sky people employed around the UK in just 28 days.

Creativity – what makes the campaign stand out?

On arrival, visitors entered the truck and stepped straight into the factory zone. This area had its own distinct lighting, sound effects and at the heart of the room was a massive 60 inch Full HD plasma screen TV. Content was shown in full 1080p with true surround sound so everyone could enjoy the full impact of HD technology for themselves.

The scene was set with an eye catching sizzle video of Sky+HD content from various TV shows, sports events and blockbuster movies. Next we screened a presentation from Sky's CEO who spoke about the benefits of HD technology. Following this we screened vox pop videos of Sky customers explaining why they liked the Sky+HD service.

Two of Sky's top celebs now appeared on screen - the footballer Jamie Redknapp and the actress Angela Griffin. Once the audience had moved into the living rooms zone and taken their seats, Jamie and Angela had a double act chatting from one living room to the other about Sky+HD. They then invited the audience to pick up a pair of 3D dark glasses and witness 3D TV from Sky.

3D television is one of the new ideas Sky has up its sleeve. With the quality of Sky+HD and the technology it has available, cinema quality 3D presentation on your home TV is just around the corner.

Lastly, after everyone had got his or her breath back, each audience member was given a remote control handset and invited to take part in a quiz. This would help remind the audience of the key messages of the presentation.

The presentation finished after approximately 17 minutes.

Evaluation and measurement

The quiz was also a great way to capture the levels of engagement and also check that people were picking up the key points of the presentation. Employees could also let us know what they thought via an interactive voting system and data was collated from each truck daily.

For those unable to attend, the online version also had its own voting system that would also collate data and feedback from the users.

Cost-effectiveness

After 33 days of intensive hard work, often working late into the night, our Sky+HD presentation was viewed by over 10,000 Sky employees. We staged a grand total of 396 shows while another 2000 employees viewed the online presentation.

The Sky+HD presentation was one of the largest of its kind Sky had ever staged for employees and the scheduling and clever logistics meant people up and down the country were able to return to work without any disruption or loss of business.

Final results against objectives

Sky knew the success of Sky+HD was critical for the future of their business.

They also knew that success was dependent on employees believing in the product and understanding its capabilities. We had two key measurements that show our work had been a huge success:

- After the roadshow 93% of employees said they would recommend Sky+HD to their family and friends.

Prior to our roadshow, 32% of employees felt the additional subscription charge of £10 for HD TV was a reasonable price to pay. After the roadshow that figure increased to 51%.

Here are just a few of the things people said after leaving our Sky+HD roadshow presentation:

- “The HD TV experience was fantastic and really stirred the blood.”
- “Brilliant. I feel proud to work for Sky.”
- “I actually found out a lot about Sky+HD I didn’t know”