

Background

- *Britannia* was the biggest Sky Original drama launch for 2018 with high production values, a stellar cast and epic storyline. However, given the recent growth of services such as Netflix and Amazon Prime there has never been as much choice for viewers. Sky needed to find a way to make *Britannia* stand out from the box set pack and entice viewers to watch.

Idea

- Testament to the quality of content Sky is producing and airing, *Britannia* had the quality production values and cast that meant it could sit alongside cinematic film content and stand its ground.
- To create a bold statement and provide stand out for the show it was agreed that the ad for *Britannia* wouldn't sit in the usual block of brand ads at the beginning of the cinema pre-show but would instead sit alongside the film trailers – the first time that this had ever been done.
- In showings of *Star Wars: The Last Jedi* the 60" spot for *Britannia* played out highlighting to audiences the quality of Sky's original programming and building excitement and anticipation for the show.

Results

- *Britannia* debuted as the biggest new series launch on Sky's channels for more than three years, with more first night viewers than the launch of international hit *Westworld*.



Campaign Details

Sector	Media
Target Audience	16-34s
Package	Trailer Spot
Media Agency	MediaCom
Duration	60"