

Abstract

With the support of Avvio Reply BSkyB has successfully brought its employees up to speed and on board with HD technology.

HD Television was showing record growth and Sky had already established itself as the UK's leading provider of HD content and the 'Home of HD'.

A downturn in the economy was also helping draw in customers. More and more people were staying at home and Sky was responding to this by providing high-quality, high definition home entertainment to over a million subscribers.

It was clear HD was a key business driver with massive potential. Working with Sky, Avvio Reply pulled out all the stops to make the most out of the window of opportunity, and the launch of an employee engagement campaign was seen as vital for success.

Sky people needed to know more about HD. Some had seen it demonstrated in electrical stores, some understood the benefits it offered, but as yet there had been no attempt to communicate to their employees directly.



Becoming Advocates of HD Technology: The BSkyB Project

Scenario

Avvio Reply's aim was to make all employees advocates of HD technology and unlock the passion that strong employee engagement activates. Our idea was to put on a show so employees could witness the incredible detail and sound of HD technology for themselves.

We had a number of challenges communicating the benefits of HD technology:

First we needed to showcase the superior High Definition quality and do justice to the remarkable picture and audio. We could only do this by creating a professional demonstration, using full HD technology and present it in a large screen format.

This presented us with another challenge. How could we transport sophisticated hi-tech equipment to Sky people spread around the UK at locations such as Isleworth, Livingston, Dunfermline, Uddingston, Bristol, Stockport, Leeds and Glasgow? And how and where could we stage such a presentation?

Our next challenge was to make sure the content of the presentation really hit home. It was important people left the demonstration understanding the product and the importance of Sky+HD to the business.

There is no doubt that the best way to watch HD TV is in a home environment. Lots of shopping centres demo HD but it's hard to appreciate it as a true home experience. Therefore we needed to try and stage the presentation in a typical home environment.

Last but not least, we wanted to generate pride in the brand and show how Sky leads the way in home entertainment technology.

Solution

The employee engagement campaign we delivered focused primarily on 12,000 customer facing people located within:

- Sky Contact Centres
- Outsource Partners (Call Centres)
- Sky Engineers
- Sky Retail Sales.

Our secondary audience:

- Field based Broadcast Operations
- Office based Shift Workers
- Corporate Office Workers.

Our idea was to produce a show so employees could witness the incredible detail and sound of HD technology for themselves. This was staged inside an expandable juggernaut truck that was converted into two zones to reflect the Sky+HD ad campaign and a typical living room environment.

We refitted two giant expandable trucks and installed state-of-the-art Sky+HD and 3D TV technology. One truck toured The North, the other The South and both had their own dedicated production crews. Inside the trucks we created two distinct zones – one zone reflected the SUPERTELLY factory created in the Sky TV ad. The other, a living room area, which demonstrated what it would be like to have this technology at home.

The presentation included:

- A sizzle video of Sky+HD content specially produced by Sky Creative. Played in HD on a great HD screen, employees watched clips from TV shows, sports events and blockbuster movies.
- Sky's future.
- Vox pop videos of Sky customers giving their impressions of Sky+HD.
- Sky talent such as Angela Griffin and Jamie Redknapp talking direct to employees.
- The unveiling of 3D TV on an HD screen – we announced that this new advancement would be released soon and handed out 3D glasses.
- An interactive quiz for feedback about Sky+HD and a real-time measurement on the effectiveness of the communication.
- A personalised address from their head of department.

A comprehensive engagement campaign spanned Sky's business-as-usual channels (intranet, employee magazine/press, team briefings, environmental

branding) while a touring UK roadshow led the communications and created the wow factor. For the employees that couldn't attend the roadshow, there was an online microsite and a DVD version for those without internet access. For those without internet access, there was a DVD version.

Delivery

Over 33 days our production teams delivered a remarkable 396 high-energy shows. Over 10,000 Sky people either attended a live event or logged on to the microsite.

An employee survey was undertaken (pre and post campaign), the key measurements from the campaign were:

- Sky+HD sales are up. The number of customers had grown by 11% (from 76% prior to the campaign in December 2009 to 88% in March 2010 after the campaign).
- 97% of respondents said they understood why HD is critical to Sky's long-term strategy.
- The number of employees who agreed that the £10.00 monthly subscription to HD was a 'reasonable price to pay to see HD content' had grown from 32% in 2009 to 51% in March 2010.
- Over 95% of respondents said they would recommend Sky+HD to their friends and family. Prior to our work the figure was less than 30%.

Avvio Reply is the Reply group company specialising in brand engagement and internal communications. Avvio Reply's purpose is to realise the full value of a company's employees. Avvio Reply motivates employees to create, sell and recommend products. When employees are motivated to perform, businesses perform. Avvio Reply delivers award-winning communications for customers including BP, Coca-Cola Enterprises, Sky and Rolls-Royce.

Reply [MTA, STAR: REY] specialises in the design and implementation of solutions based on the new communication channels and digital media. Through its network of specialist companies Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include consulting, system integration and application management.

For further information: www.reply.com