

Case Study: Proposition Positioning

The client



The challenge

Sky Interactive was considering extending its highly successful Gamestar interactive TV service onto the web to boost revenues. Sky needed to be confident that such a move would fit with the brand and deliver real ROI.

Market context

Recent projections from industry analysts predicted significant market growth for web based gaming. FirstPartner's market knowledge and experience told us that making a good return would be a challenge.

Approach

FirstPartner combined rigorous industry analysis with primary consumer research and financial modeling. This was used for the development of outline propositions each qualified by a business case comprising an ROI and risk assessment

Key deliverables

Identified both strengths and weakness of Gamestar brand and proposition: the positioning met Sky web audience but the brand was not easily transferable to the web. FirstPartner was then able to make recommendations on new business opportunities to generate better financial returns.

Project delivery

The Sky management team gained a clear understanding of the market and the specific opportunities along with realistic business case options. They were able to use this to make an informed decision on implementing a strategy that would meet customer requirements and exploit its market strengths while minimising the financial risk.

