

APRIL FOOL'S DAY 2018



INSIGHT

- Whilst its origins cannot be certain, days of frivolity have been celebrated since the early Roman festival known as Hilaria, celebrated about this time of year.
- Geoffrey Chaucer's *The Canterbury Tales*, published in 1392, contained the first recorded association between April 1st and foolishness.
- This year it is the first time since 1945 that both April Fool's Day and Easter Sunday have fallen on the same day.
- Coinciding with Easter Sunday, this year's April Fool's Day will see a heightened levels in movement of people
- More than half of the UK head on a day trip and 37% will catch up with family and friends.
- Brits spend 120% more over bank holiday periods.

RATIONALE

- Digital OOH enables clients to get a relevant, contextual message out to a large audience on the morning of April Fool's Day.
- Perfect opportunity to run a stand-alone campaign or bolster coverage to a planned social/digital campaign.
- The flexibility and dynamic capabilities of Digital OOH can allow brands to bring their preposterous and nonsensical ideas to life by utilising technologies such as augmented reality.
- There is a particularly strong uplift in travel around this time. Bank holidays generate a 19% uplift in people movement and footfall.

THE OPPORTUNITIES

Please speak to Talon regarding opportunities in OOH around this event.