



INSIGHT

- Black Friday falls on November 23rd this year. It has traditionally been the busiest shopping day of the year - up 18% in 2017 and with 77 million shoppers in-store.
- In recent years online sales have started earlier on Thanksgiving Day up until Cyber Monday on November 26th.
- Over 180 million Americans are predicted to shop in-store or online over this weekend – that's 72% of the population over age 18.
- In 2017 spend exceeded \$14 billion over the weekend; \$5.03bn on Thanksgiving \$2.87bn on Black Friday \$6.59bn on Cyber Monday.
- 40% of all Black Friday online transactions took place on smartphones. Total Black Friday e-commerce purchases occurring on desktop surpassed \$2 billion for the first time ever.

RATIONALE

- Approx. 69% of purchase decisions are made outside the home - OOH is the perfect medium to reach consumers on the move and in consideration mode.
- 73% of mobile usage happens whilst people are on the go
- OOH activity drives +17% uplift in smartphone brand actions.
- Drive online, social and increasingly mobile activity.
- Build brand awareness prior to shopping for a wide range of goods - in particular electronics, office supplies and gifts.
- Create buzz and excitement for holiday gift options.
- Opportunities to innovate through creative, digitally and immersive OOH experiences.

DID YOU KNOW?

- Please contact your Talon account team for further information on Black Friday opportunities that fit your brand strategy.