



## INSIGHT

- The UK is officially set to leave the EU at 11pm on the 29<sup>th</sup> March.
- MP's are due to vote in the Commons mid-January on the proposals reached with the EU on the Brexit withdrawal agreement.
- This is a moment in British history that will receive widespread media attention on an international scale.
- Due to the controversial and divisive nature of Brexit there is ample fodder for brand association messages across a range of categories and opportunities.
- Votes of confidence or General Elections will have their own effects on our trust in institutions and economic outlook. Brands will have to be agile and flexible to navigate changes in Government, policy and consumer trust.

## RATIONALE

- More people than ever are now interested and engaged with politics – making it more attractive for brands to tap into topical political issues.
- The political climate has been eventful and unpredictable. Digital OOH offers the flexibility for clients to react quickly with frequent copy changes and to get relevant, contextual messages out to a large audiences.
- Perfect opportunity to run in line with social media content / live feeds and to react to news in real time.
- Full motion DOOH has opened up a fully complementary 4<sup>th</sup> space for brands looking to use video advertising to connect with consumers (+23% brand effectiveness when FMDOOH was added o a social plan)

## THE OPPORTUNITIES

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