

## INSIGHT



- Diwali is the South Asian “festival of lights”, an ancient Hindu festival.
- In 2017 the main festival day is on the **19th of October** and typically extends over a five-day period.
- To prepare for Diwali people clean and decorate their homes and offices. On Diwali night Hindus dress in their new/best clothes, light up lamps and candles and participate in family prayers. Fireworks and family feasts follow, along with an exchange of gifts between family members and close friends
- Diwali also marks a **major shopping period** in nations where it is celebrated.
- The Indian community is the biggest foreign-born group living in London and in UK. South Asians account for over half of all new UK millionaires. They have a **significant disposal income** and spending becomes pronounced around Diwali.
- In London a Diwali celebration in Trafalgar Square will take place on the 15<sup>th</sup> October expected to attract over **35,000 people**.

## RATIONALE



- Part of the celebration happens OOH where people socialise and enjoy community festivities. People will be travelling to family and friends for celebrations. Anticipation and build-up is a strong element of Diwali.
- The festival is an opportunity for a range of brands including FMCG, confectionary, retail and luxury goods to position themselves as the perfect Diwali gift and occasion and to benefit from the purchase power in this segment.