



# DIWALI



## INSIGHT

- Diwali is the five-day festival of lights celebrated by millions of Hindus, Sikhs and Jains across the world. The festival, which coincides with the Hindu New Year begins on the 7<sup>th</sup> November.
- To prepare for Diwali people clean and decorate their homes and offices and on Diwali night people 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.

## 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 Indian community is the biggest foreign-born group living in London and in the UK South Asians account for over half of all new UK millionaires. They have a significant disposal income and spending becomes pronounced around 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.

## THE OPPORTUNITIES

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