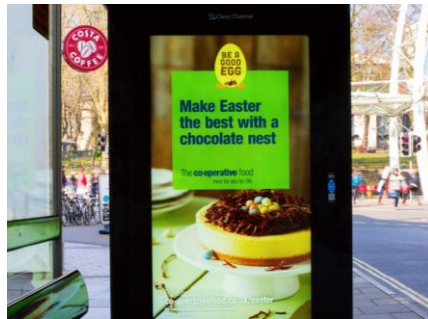


EASTER BANK HOLIDAY



INSIGHT

- The Easter bank holiday takes place from **19th - 22nd April**.
- Easter remains one of the highest spending retail events of the year – worth an estimated **£590m to UK retailers**.
- Total spend during the holidays estimated at **£1.2 billion**.
- **Over 50%** of the U.K head on a day trip and **37%** will catch up with family and friends.
- In the U.K consumers spend **120% more over bank holiday** periods compared to normal weekends.
- 20% of consumers gift Easter eggs to adults with a wider range of fair trade and healthy option alternatives available.
- In 2018 **8%** of chocolate launches in the UK were vegan.

Source - Mintel

RATIONALE

- There is a particularly strong uplift in travel around this time. Bank holidays generate a **19%** uplift in people movement and footfall.
- POS is key - approx. **50%** of Easter eggs are bought in a supermarket and over **25%** of people plan to cook a special meal on Easter Sunday.
- Digital OOH enables clients to get a relevant, contextual message out to a large audience on the run up to key bank holidays.
- Full motion DOOH has opened up a fully complementary **4th space for brands** looking to use video advertising to connect with consumers (+**23%** brand effectiveness when FMDOOH was added o a social plan
- Ideal opportunity to promote last minute getaways, attractions, DIY and confectionary products.

THE OPPORTUNITIES

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