

EASTER



INSIGHT

- The Easter bank holiday is **Friday 30th March – 2nd April** and is the second highest spending retail event of the year after Christmas.
- Traditionally an early Easter has seen positive results for retailers and higher consumer spend.
- More than half of the UK head on a day trip and 37% will catch up with family and friends.
- Brits spend 120% more over bank holiday periods compared to normal weekends.
- UK consumers spend approx. £500 million on Easter products including confectionery, gifts and greetings cards.
- The average child will receive £56 worth of chocolate eggs. Nearly two fifths of Brits gift Easter eggs to adults - a wider range of fairtrade and flavoured options available.

RATIONALE

- There is a particularly strong uplift in travel around this time. Bank holidays generate a 19% uplift in people movement and footfall.
- POS will be key environment targeting Easter consumers. 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.
- 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.