

# EDINBURGH FESTIVAL FRINGE



## INSIGHT

- The Edinburgh Festival Fringe is the world's largest arts festival in the world and will be taking place between the **3<sup>rd</sup> - 27<sup>th</sup> August 2018**.
- In 2017 there were over 50,000 performances in 300 venues
- With 2.7 million tickets sold it places 3<sup>rd</sup> or ticketed events after the Olympics and FIFA World Cup.
- A wide range of international acts, primarily comedy that has launched the careers of many household names.
- The number of people in Edinburgh **doubles** during the festival.
- Most visitors attend for an average of 6 days, but many stay longer throughout August.

## RATIONALE

- A genuinely mobile, outdoor audience, engaged with all kinds of brands, socialising and comedy events.
- Edinburgh is undergoing an OOH renaissance and the Fringe forms a great opportunity as a real showcase for the city.
- Approx. 75% of attendees are ABC1 and most visitors walk between events and are heavily exposed to OOH.
- The audience are 18% more likely to see roadside OOH compared to all adults and are over 50% more likely to see rail OOH.
- During the festival Edinburgh Waverley sees over 5m journeys through the station – an additional 1.5 million journeys.

## THE OPPORTUNITIES

**30<sup>th</sup> July 2018 – 26<sup>th</sup> Aug 2018**

An opportunity to create relevant content, news feeds as events take place or inline with social media activity. Please speak to Talon for bespoke opportunities available.