



Talon

UK GENERAL ELECTION 2017

APRIL 2017

FOR A LANDSCAPE OF POSSIBILITIES

HOW DID WE GET HERE... AGAIN?

- Following the UK's monumental decision to leave the EU last year the political climate has been eventful, unpredictable and volatile at times
- After triggering Article 50, Theresa May now seeks to gain a substantial mandate from the electorate for the Brexit negotiations
- Some however, view this move as a means to gain a significant number of seats in parliament, strengthening the PM's majority and wiping out the opposition – at a time in which poll ratings are at an all time high for the party and herself



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GENERAL ELECTION 2017 – KEY DATES

APRIL

19th – MPs voted to dissolve Parliament

22nd – Purdah begins (the government is no longer allowed to make announcements or introduce new legislation/initiatives)

MAY

3rd – Parliament is dissolved

4th – Local elections take place

11th – Candidate registration deadline

22nd – Deadline to register to vote

JUNE

8th – The General Election, polling stations open from 7am to 10pm



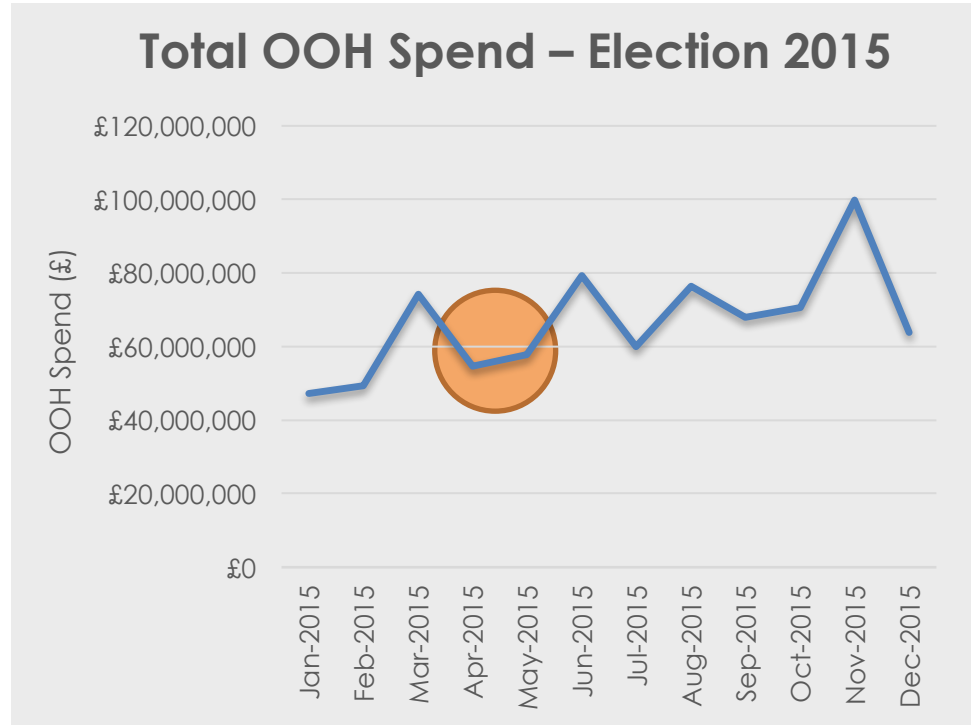
THE CHANGING FACE OF THE ELECTION

- The further decline of print paves the way for the increased need for OOH in election comms
- More people than ever are now interested and engaged in politics – with voter turnout rising by 5% in 2015– making it **more attractive for brands to tap into topical political issues**
- Due to the debates and the conversational role of social media, election campaigns need to be more responsive
- Digital OOH gives the opportunity for parties and brands to react to news in real-time
- Election outcomes are becoming increasingly uncertain due to inaccurate opinion polling (GE 2015, Brexit, Trump etc.) supporting the need for heightened campaigning throughout



POLITICAL OOH SPEND

- OOH spend in 2015 was loaded in March, fell in April, and rose again in June after the Election
- March spend was above the expected average as the election could have stimulated spend in two ways:
 - Brand spending before an expected change in Government
 - A change in consumer confidence
- **Still plenty of opportunities for brands to advertise in OOH, as political spend only accounted for 1.3% of total spend in the 2015 election**

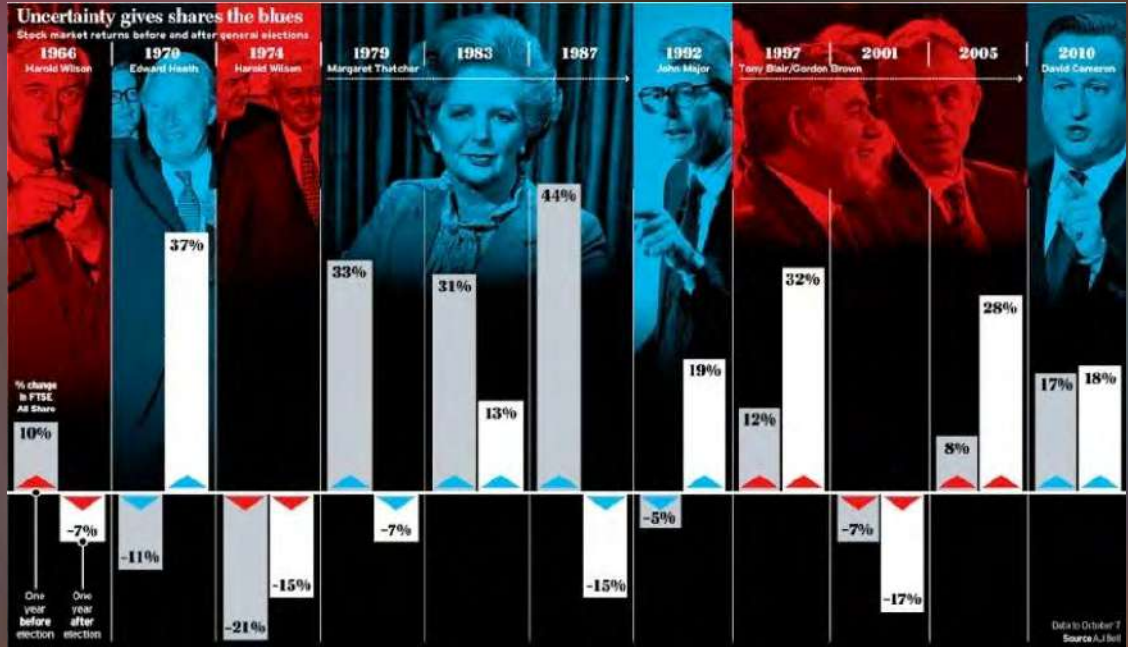


Source: Nielsen



AN ELECTION WILL CREATE MORE CERTAINTY IN THE ECONOMY

- £ soared to a six-month high after snap election was called
- Markets hope that a larger Conservative majority in the Commons makes softer approach to Brexit more likely
- Short term instability will be caused, but will be offset with longer-term stability



CREATIVE INSPIRATION – IG INDEX, US PRESIDENTIAL ELECTION 2016



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FOR A LANDSCAPE OF POSSIBILITIES

A nighttime photograph of the Big Ben clock tower and the Houses of Parliament in London. The scene is illuminated by warm yellow lights from the buildings and streetlights. The sky is a deep blue with some clouds. In the foreground, there are several long, horizontal light trails in shades of orange, red, and blue, suggesting a long-exposure shot of traffic or city lights. The reflection of the Big Ben tower and the light trails is visible in a wet surface in the foreground.

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