



INSIGHT

- The European Championships is a brand new multi-sport event staged this year by the host cities of Glasgow and Berlin between the **2nd and 12th August 2018**.
- Televised across Europe with expected viewing figures of circa 1.3 billion and free to view and broadcast via EBU (European Broadcasting Union)
- 3025 athletes competing in Scotland and 50,000 expected spectators.
- £55 million additional consumer spend expected in Glasgow during event.
- *Festival 2018* running alongside the Championships

RATIONALE

- A civic event in 2018 and no official blue chip sponsors from the top 300 UK brands. This represents a fantastic opportunity for brand to hijack the event without committing to official sponsorship.
- There will be no restrictions for any advertisers outside of event
- Fluidity or travel across the city will be rife, ideal for roadside OOH consumption.
- A plethora of regional opportunities now available across Scotland including DOOH – allowing creative and dynamic flexibility such as live updates, results or commentary.

THE OPPORTUNITIES

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