

## INSIGHT



- Guy Fawkes Night is an annual commemoration observed on the **5<sup>th</sup> November**.
- This is still a huge event in the UK with **approx. 20 million people** expected to attend a private or public firework display.
- This amounts to **30% of adults celebrating** and spending an estimated £396 million on associated goods and services plus entry costs to events.
- **12% of adults will buy fireworks and host a party.**
- Due to the proximity to Halloween, many people organise a combined party, which includes elements from both festivals.



## RATIONALE

- Guy Fawkes Night takes place on Sunday this year and is therefore likely to achieve high levels of involvement.
- This celebration occurs in homes and plus in very public outdoor spaces; therefore a great opportunity to amplify OOH.
- This is also a great opportunity for retailers and FMCG to promote food, drink, warm clothing and party accessories.
- Or simply, for brands to use fireworks in their creative, utilising the attention values of animated copy.