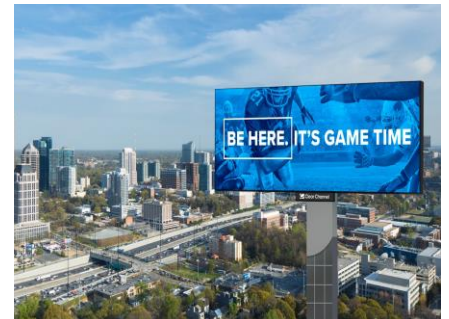


# SUPER BOWL 2019



## INSIGHT

- The 2019 Super Bowl takes place on **February 3<sup>rd</sup>** at the Mercedes Benz Stadium in Atlanta.
- It is one of the **biggest single day sports events in the world** drawing high television ratings each year with approx. 150 million viewers globally.
- \$400m estimated economic impact on Atlanta.
- The Super Bowl generates around \$14bn worth of retail spend

## RATIONALE

- \$4k-\$30k attendee spend for Big Game weekend and \$28mm hotel spend in the lead up to the game.
- 93.6% of Super Bowl location visitors don't actually attend the game.
- 78% of fans will be busy on social platforms while the game is on.
- Facebook is the most popular, followed by Twitter, Instagram, and Snapchat.
- 73% of mobile usage happens while people are on the go
- OOH activity drives a +25% uplift in smartphone brand actions.
- This creates a perfect mirroring with DOOH, and has opened up a fully complementary, 4th Space for brands looking to integrate social and OOH to connect with consumers.

## THE OPPORTUNITIES

Capitalize on the Big Game journey, cut through the clutter and reach a highly engaged audience with exclusive and strategic OOH and Airport opportunities from arrival to Departure.

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