

RAMADAN AND EID



INSIGHT

- Ramadan is observed by Muslims worldwide as a month of fasting in 2018 between **16th May - 14th June**.
- Eid al-Fitr marks the end of Ramadan on the **15th June** and is a day of feasting, festivals and celebrations.
- There is a 14% uplift in online travel sales during Ramadan in preparation for Eid - 30% of Muslims expect to travel abroad.
- The UK is a popular destination for Middle Eastern tourists and ME shopping turnover expected to rise by 370% in the month after Eid.
- A surge in luxury retail spending due to the weak pound. Visitors from Qatar spending an average of £466 per transaction.

RATIONALE

- A particularly strong uplift in travel as a large % of Muslims travel abroad for Eid.
- Part of the celebration happens OOH where people socialise and enjoy community festivities. People will be travelling to family and friends for celebrations and spending money on entertaining and gifting.
- An opportunity for a range of brands including FMCG, Retail and luxury goods.
- Digital OOH enables clients to get a relevant, contextual message out to a large audience.
- POS a key environment with approx. £100m sales uplift over Ramadan period.
- The high street and shopping malls will see huge increase in footfall and spend.

THE OPPORTUNITIES

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