



INSIGHT

- The Duke and Duchess of Cambridge are expecting their third baby in April.
- The event will receive widespread interest and press coverage on a global scale.
- Princess Charlotte was greeted by a global media frenzy. Brands including British Airways, Coca-Cola, Nissan and Warburtons all created campaigns for a social media audience. There were an estimated 1.5 million tweets mentioning the royal baby between Saturday and Monday.
- Heightened interest in the Royal family in recent years magnified recently by the engagement of Prince Harry to Meghan Markle.
- The pomp and ceremony of Britain's Royals is a huge tourist draw – generating approx. £500 million every year for British tourism.

RATIONALE

- Digital OOH enables clients to get a relevant, contextual message out to a large audience within minutes of the official announcement.
- Perfect opportunity to run a stand-alone campaign or kick-start a planned press/online campaign.
- Opportunities across a wide range of environments and formats.
- Creative flexibility to run live feeds, commentary, social media links as the news breaks.

THE OPPORTUNITIES

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

Please note that due to short term nature availability is subject to availability.