

2019 SIX NATIONS CHAMPIONSHIPS



INSIGHT

- The Six Nations Championship is an annual rugby union competition involving six European sides - England, Wales, Scotland, Ireland, France and Italy. It is a 6 week event taking place between the **1st February – 16th March**.
- A fifth of the UK population is interested in rugby. An affluent, urban and active audience a third of whom are female.
- We generally see a 12%+ audience uplift to OOH movements around sporting events.
- The Six Nations is a huge television event - watched by over 10 million (plus 8 million BBC Sport website hits)
- ITV and BBC sharing coverage which will create wider commercial opportunities.

RATIONALE

- This is a superb opportunity to reach a brand's audience around one of the key sporting events of 2019.
- A male and upscale hard to reach audience performs particularly well in OOH.
- A national, mobile audience spending money on the move at an OOH event particularly around city centres and transport networks.
- DOOH opportunities available in key city locations such as London, Cardiff and Edinburgh complement main termini and regional airports/Eurostar to maximise coverage of committed fan base.

THE OPPORTUNITIES

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