

VALENTINE'S DAY



INSIGHT

- Valentine's Day takes place on the **14th February 2019**.
- We spent approx. £650 million on gifts in 2018 (+ 5% from 2017) and it is now the biggest spending retail event in the first half of the year.
- 24% of couples plan to dine at home – spending £128m food and drink. The most popular gifts were jewellery (£112m), flowers (£102m) and clothing or footwear (£80m).
- Over half of men (53%) bought gifts and they spent an average of £72 compared to 39% of women who spent £44 on average.
- 40% of people leave it to the last week to buy their Valentine a gift.
- Every year around 10% of marriage proposals take place on this day.

Source Mintel 2018

RATIONALE

- Engage with men and women in the run up to Valentine's Day influencing them at key moments with ideas how they can spoil their loved ones.
- 64% of singletons want to find love in the new year. The dating game causes high social activity in bars, restaurants and cinemas.
- 60% think retailers should offer more options to personalise gifts while over half think that experiences make better gifts than products.
- Use DOOH for contextual and personalised messaging, declarations of love or even marriage proposals.
- Full motion DOOH has opened up a fully complementary **4th space for brands** looking to use video advertising to connect with consumers (+23% brand effectiveness when FMDOOH was added o a social plan)

THE OPPORTUNITIES

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