

# VALENTINE'S DAY



## INSIGHT

- In the UK we spend approx. £1.3bn on Valentine's Day . Of this £22m is spent on flowers (75% of bought on the day) and an estimated £20m spent on confectionary.
- 40% of people leave it to the last week to buy their Valentine a gift.
- Approx. 2/3 of gifts are purchased by men.
- The average Brit is willing to part with £130 on a Valentine's break.
- Meal deals at home are on the increase. 24% couples will stay in and cook.
- Every year around 10% of marriage proposals take place on this day.
- 64% of singletons want to find love in the new year. The dating game causes high social activity in bars, restaurants and cinemas.

## 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.
- Target commuters and shoppers in the run up to Valentine's Day to influence last minute purchase decisions
- In 2018 Valentine's Day will co-incide with the February half term when consumers will be spending more time travelling and socialising with family.
- Film releases include family titles such as Peter Rabbit and the anticipated final instalment Fifty Shades Freed.
- Use DOOH for contextual and personalised messaging.