



Talon

**WHY OOH IN
Q4?**

FOR A LANDSCAPE OF POSSIBILITIES

A WIDE VARIETY OF EVENTS AND OPPORTUNITIES ACROSS Q4



National Baking Week
16th – 22nd October



Diwali
19th October



Thor: Ragnarok
27th October



Halloween
31st October



Bonfire Night
5th November



Black Friday
24th November



Cyber Monday
27th November



Armistice Day
11th November



Christmas party season
F2 December



Star Wars: The Last Jedi
15th December



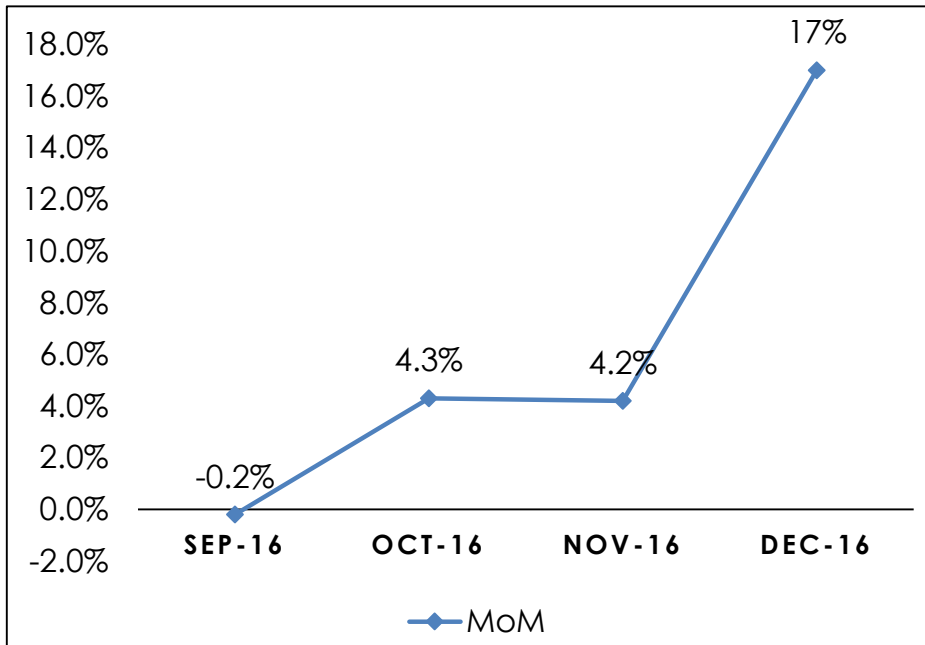
Christmas!
25th December



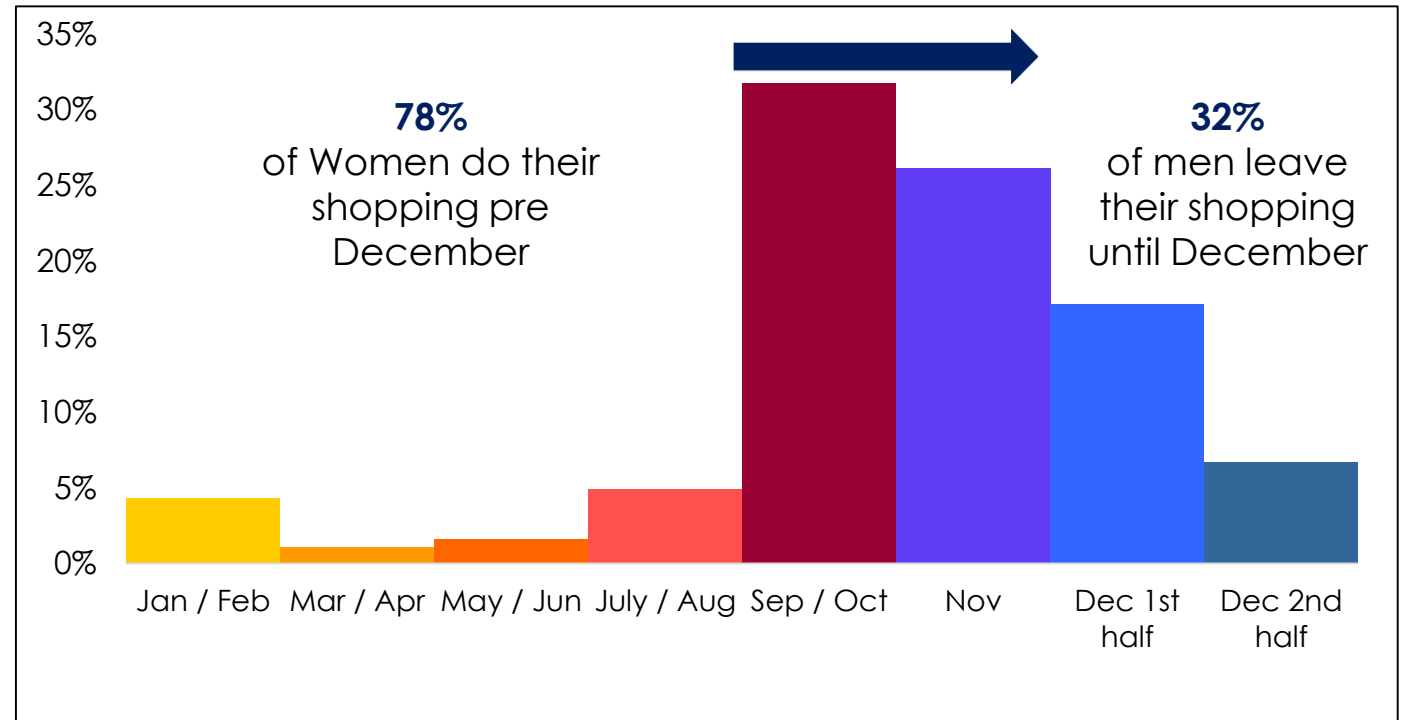
New Year's Eve
31st December

AN INCREASE IN RETAIL FOOTFALL IN Q4

Retail footfall across Oct, Nov and Dec, showed a steady increase of **+4.3%**, **+4.2%** and **+17%** respectively.



70% of Christmas shopping occurs pre December



GOLDEN WEEK KICK STARTS SPENDING ON LUXURY GOODS IN OCTOBER

- There has been a marked increase in international visitors since Brexit, due to the favourable exchange rate. Reports show that Chinese visitors specifically have increased their UK spending by over 24%.
- Within the UK, luxury goods are on average 30% cheaper for Chinese shoppers. With improved Visa terms for visitors, and targeted campaigns, these shoppers are actively encouraged to spend here.
- The average Chinese visitor to the UK spends nearly £3000, or four times more than the average. This not only increases revenue but brand awareness.
- Selfridges reports that Chinese customers have increased their year-on-year spending by 65%. Harrods have hired over 100 interpreters to account for demand, and Westfield has recruited Chinese-speaking concierges.
- It is predicated that by 2020, China will be spending £18 billion a year on luxury brands and will consume 44% of all the world's luxury goods



FLASH SALES HAVE PULLED FORWARD TRADITIONAL DECEMBER SPEND



Black Friday - 24th November

 **£1.1 billion** spent on Black Friday in 2016, and **£6.5 billion** spend during across the week



Cyber Monday - 27th November

 **£968 million** spent on Cyber Monday in 2016



84% of Londoners plan to spend money on themselves rather than others over the Black Friday/ Cyber Monday period.

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EVENTS BOOSTING SPEND FOR FMCG BRANDS IN Q4



Halloween 31st October

- Consumer spend is expected reach over **£470 million**
- **73% of parents with children** participate in Halloween and **71% of 16-34s** participate in social events
- **52%** of UK Halloween shoppers spend on celebratory food & drink



Bonfire Night 5th November

- **20 million people** expected to attend a private or public firework display.
- This amounts to **30% of adults** celebrating and spending an estimated **£396 million**
- **12%** of adults will buy fireworks and host a party.



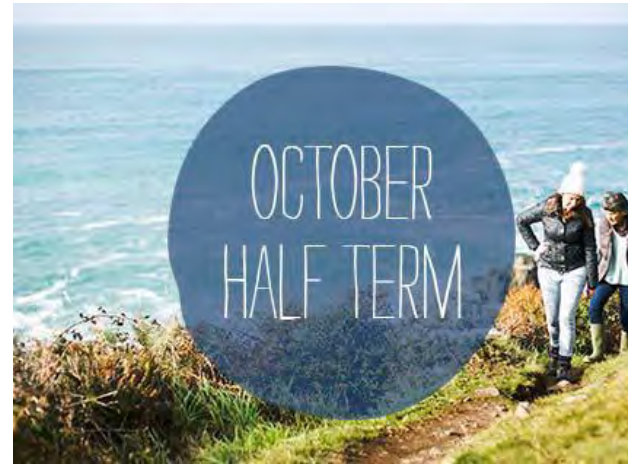
CHOCOLATE WEEK



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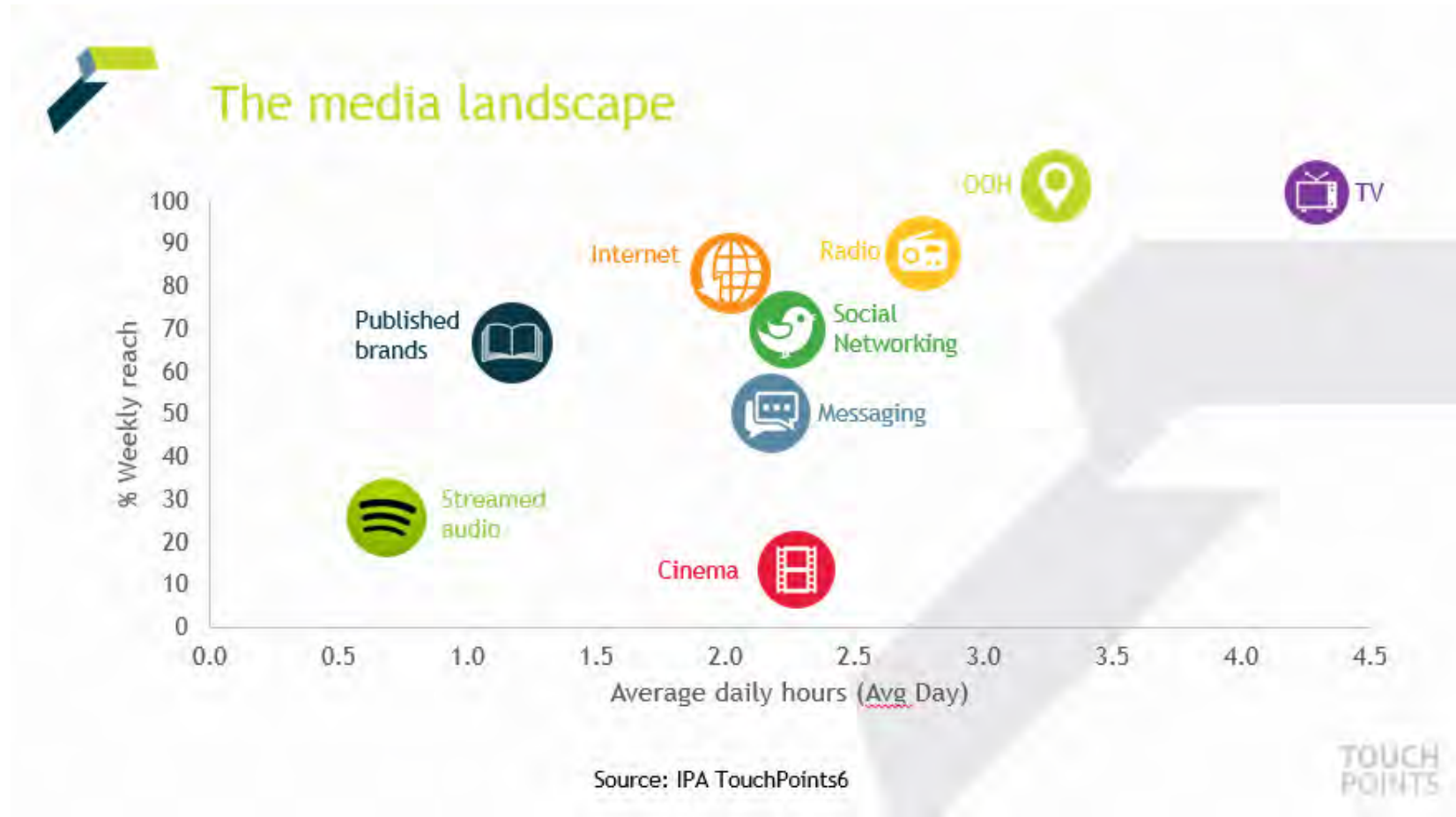
SCHOOL HOLIDAYS AND LEISURE ACTIVITIES ACROSS Q4

- October half term will see a strong uplift in travel, and visits to shopping malls and retail destinations. Typically bank holidays generate a 19% uplift in people movements and footfall.
- 15th December to 1st January is the busiest trading time in the year for bars and restaurants. Alcohol consumption increases by 40% in December.
- Visits to pubs, bars and restaurants has fallen over the last few years – one reason could be the success of cinema in recent years. Christmas releases such as Star Wars, Spectre and Fantastic Beasts are some of the most successful films in UK history.
- Thor 8th instalment Star Wars - The Last Jedi will be released on **Friday 15th December 2017**



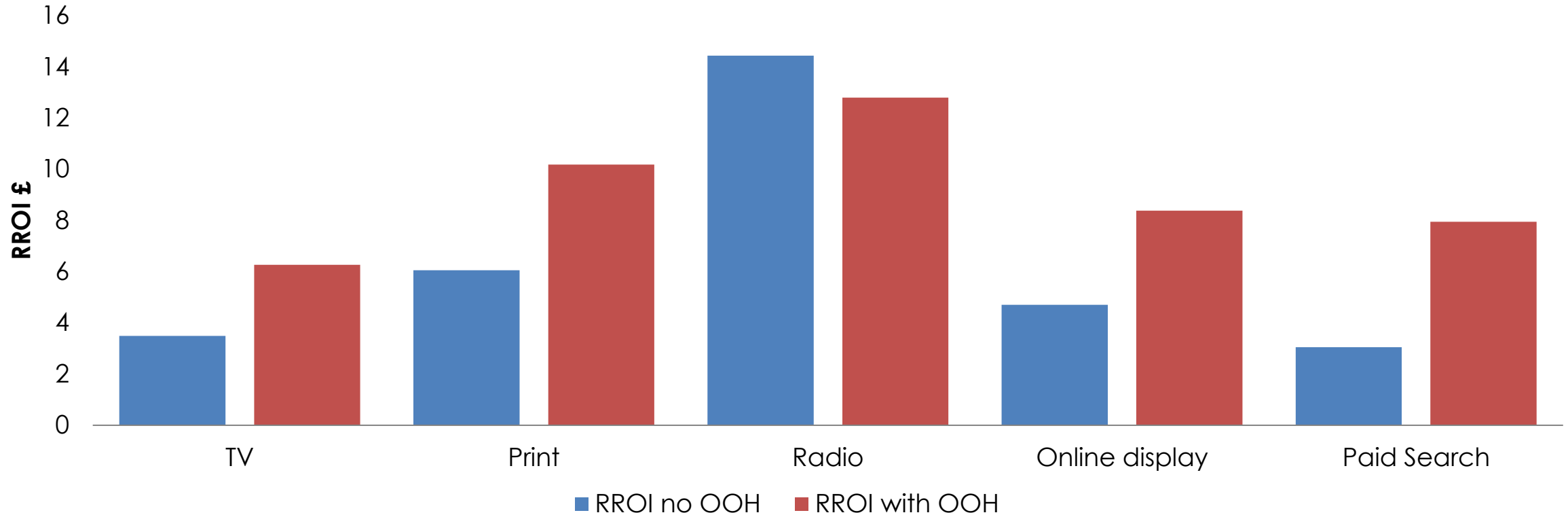
OOH BECOMING MORE RELEVANT IN REACHING KEY ADVERTISING AUDIENCES

- Media audiences continue to fragment; plus high TV inflation raising questions around media efficiency
- Strong performance of key audiences like Young people, ABC1s and Males, demonstrated by Route



AVERAGE RROIS BY CHANNEL – WITH AND WITHOUT OOH (ALL CATEGORIES)

All media channels except radio improve RROI when OOH is in the mix



Source: BrandScience Results Vault

FOR A LANDSCAPE OF POSSIBILITIES

OPPORTUNITIES TO INNOVATE



INTERACTIVE



3D MODEL BUILDS



DIGITAL CHRISTMAS TREE



TWINKLING



COLOURED



SPECIAL BUILDS



LIGHTING



FLASH CHOIR



ADVENT CALENDAR



GIANT SNOWGLOBE

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