

## INSIGHT



- Wimbledon is the world's longest-running and most prestigious tennis tournament taking place 3<sup>rd</sup> - 16<sup>th</sup> July 2017.
- The tournament attracts over 500,000 spectators; 38,500 per day and millions of TV viewers worldwide.
- We generally see a 12%+ audience uplift to OOH movements around sporting events. Wimbledon sees sustained audience uplift in traffic around 6% over two weeks; the local station sees a 100% increase in footfall.
- Tennis audience has a high index for AB (135), ABC1 (119), higher income bracket (£50k+ 133) and Home owners (114)

## RATIONALE



- Very high usage of public transport makes OOH a natural opportunity to associate with the event. Key locations include London Underground, Southfields, Wimbledon, Earl's Court and destination routes; Rail (trains from London Waterloo), Wimbledon Station, where visitors can board the shuttle bus service direct or take a taxi. The local station receives 450,000 people during the two weeks, a 100% increase in footfall.
- Trams also run every 10-15 minutes from East Croydon station to Wimbledon station.
- Brand case studies using an association with Wimbledon include: Wimbledon station domination; Moët Wimbledon live score feed to large format digital OOH; Station concourse backlights; Earl's Court cross track domination; Waterloo ticket hall domination. There are also local experience opportunities.