

WIMBLEDON



INSIGHT

- Wimbledon is the worlds longest-running and most prestigious tennis tournament taking place **2nd – 15th July**.
- 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)
- BBC remains the host broadcaster in the UK. Global news access audience estimated at over 1bn people in 200 territories.
- The BBC served 24.1 million stream requests last year via BBC Sport and BBC iPlayer, making it the most streamed Wimbledon to date.

RATIONALE

- An opportunity for a brand to associate with one of the key sporting events of 2018.
- High use of public transportation and viewing on outdoor screens gives OOH a natural synergy with the event. Rail, Bus, Tram as well as station dominations or experiential opportunities available.
- There are a plethora of environments/formats available and Premium DOOH will be obvious choice to deliver dynamic, contextual, data driven content or amplify TV/Online spend.
- e.g. live score updates, news or perhaps using Route/Data to deliver multi lingual campaigns

THE OPPORTUNITIES

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