

FIFA WORLD CUP 2018



INSIGHT

- The 2018 FIFA World Cup takes place in Russia 14th June – 15th July 2018 covering key summer months when OOH excels.
- The tournament will involve 32 national teams including defending champions Germany with the final taking place on 15th July in Moscow.
- The total audience for the 2014 world cup exceeded 3.2 billion viewers.
- An estimated 280 million people watched matches online or on a mobile device.
- 48% of UK adults followed the 2014 FIFA World Cup.
- TV is already in high demand in March – June creating a hike in pricing and opportunities for other channels.
- Partner / Sponsors include Adidas, Coca Cola, Visa, McDonalds and Budweiser.

RATIONALE

- A superb opportunity to reach a brand's audience around one of the key sporting events of 2018.
- 34% of all adults watch sporting programmes OOH - second most popular location to watching sporting events at home.
- A national, mobile audience spending money on the move, particularly around city centres, supermarkets and in social environments.
- POS a key environment. In 2014 World Cup sales of soft drinks +8% and 55% agree watching sport increases their spend on alcohol
- Flexibility of DOOH to deliver dynamic, contextual, data driven content or amplify TV/Online spend. E.g. live score updates, results or multi lingual copy.

THE OPPORTUNITIES

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