

TAKE ADVANTAGE OF THIS MAGICAL TIME OF THE YEAR, AND GO OUT-OF-HOME

56% OF X-MAS SHOPPING

Is done in December*

75% BUY GIFTS

In physical stores (not online)***

46% SEARCH ONLINE

For products after seeing an OOH ad****

+48%

Food Flavouring products (herbs, spices,...)**

+89%

More sales of (sparkling) wines**

441€

Budget spent per household on end of year festivities (almost 50% goes to gifts)*

+145%

More sales of alcohol free aperitifs**

+20%

More Malls visits in December****

+21%

More supermarkets visits in December**

83% RECALL OOH ADS
30 minutes before shopping*****

*Deloitte X-mas survey Belgium 2018, **Carrefour data, *** Nielsen online activation survey 2017, **** Malls Data 2018

***** Outsmart -last window of influence study 2011, Gifts from all sectors: 25% clothing, 18% toys&hobbies, 16% electronics, 12% health&beauty, 11% home&kitchen