

Your media strategy partner.

Increase profitability. Boost ROI. Be Known.

BLUE TIGER - KEY TOPICS

Overview of the recent topics and trends in the UK.

POLITICAL PARTY AD SPEND

The ad spend by key UK political parties in the lead-up to the 2023-24 general election shows significant investment in digital and traditional media. Here are some notable figures:

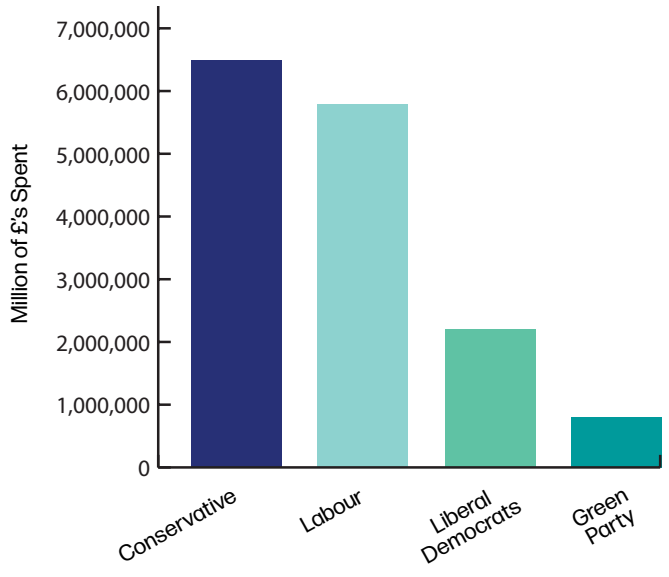
In summary, the Conservative Party is reported to have spent around £6.5 million on digital advertising, focusing heavily on platforms like Facebook and Google.

The Labour's ad spend is estimated to be slightly lower, around £5.8 million.

The Liberal Democrats have spent approximately £2.2 million on advertising. Their strategy includes a mix of digital and local media.

The Green Party has allocated about £800,000 for their advertising, focusing on digital platforms to promote their environmental policies and attract younger voters.

Source: Press Gazette, LBC.



MEDIA CONSUMPTION

Social Media Usage

78%

of UK adults use social media daily

The average user spends 1 hour and 50 minutes on social platforms each day.

Streaming Services

67%

of UK households subscribe to at least one streaming service

The average subscriber watches 5 hours of streaming content weekly.

Digital Advertising Spend

45%

of digital ad budgets are now dedicated to social media advertising

Digital ad spend is projected to grow by 8.3% this year.

Source: Statista, Ofcom, eMarketer, IAB 2023 Ad Spend Report.

EURO'S UPDATE

England's dramatic Sunday night match against Slovakia for Euro 2024 received mammoth audience figures, with a peak of 18.4 million viewers tuning in. This figure, 3 million more viewers than the 15.4 million peak that watched last Tuesday's match against Slovenia, was the biggest TV audience on any channel for 18 months. It was a big win for ITV, the broadcaster which aired the match, with an average of 15.6 million tuning in across the match itself - 66% of the available TV audience at the time and 89% for 16-34 year olds.



18.4 Million

viewers tuned in to watch England vs Slovakia

KEY NEWS & HEADLINES

This month has seen several significant developments in the UK media industry:



General Election

Yesterday's UK general election was a major focal point, with media access and the presentation of political content being hotly debated.



Media Industry Awards

The Media Leader Awards 2024 highlighted significant achievements within the industry, with Mail Metro Media and other notable entities being recognized



Social Media Trends

The impact of social media on political engagement is under the spotlight, with platforms like TikTok playing a crucial role in this year's election dynamics.

Source: Media Leader, media.info.

TRENDS

Rise of Short-Form Video Content

Short-form videos are dominating social media, with platforms like TikTok and Instagram Reels seeing significant engagement. Brands are increasingly creating bite-sized, engaging content to capture audience attention quickly.

Increased Focus on Sustainability

Consumers are more eco-conscious than ever, prompting brands to highlight their sustainability efforts. Green marketing and transparent communication about environmental impact are becoming crucial for brand loyalty.

Personalisation and AI

Personalised marketing, powered by AI and data analytics, is becoming a standard. Tailoring content and offers to individual user preferences enhances engagement and conversion rates.

FOR FURTHER INSIGHTS PLEASE GET IN TOUCH...

CONTACT US

Contact
Dan Tyers
Chief Strategy Officer

Phone
07909 533078

Email
dan@bluetigermarketing.co.uk

Website
<https://bluetiger.media/>