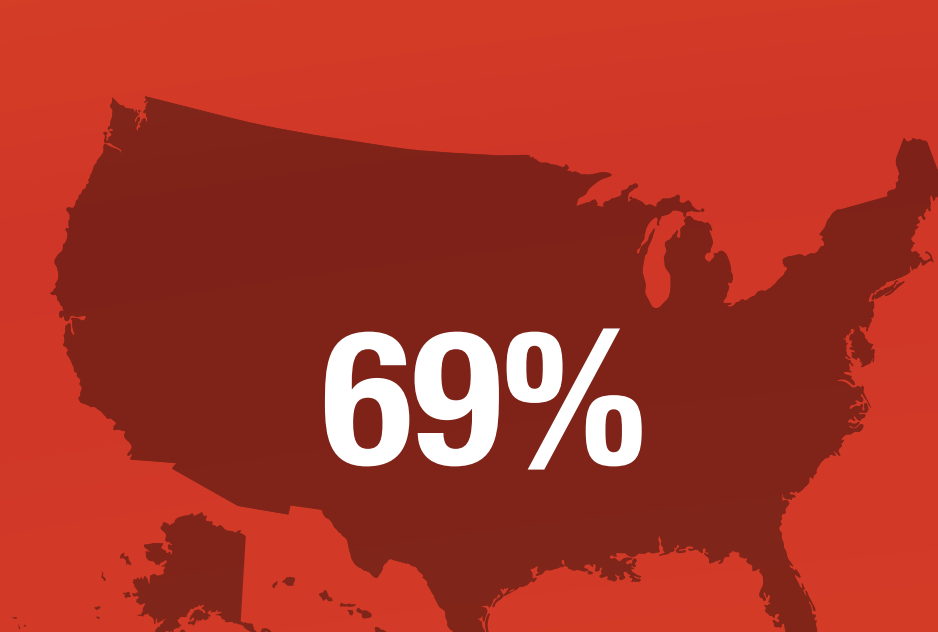


# TREAT YOUR CUSTOMERS WITH THESE HALLOWEEN MARKETING IDEAS

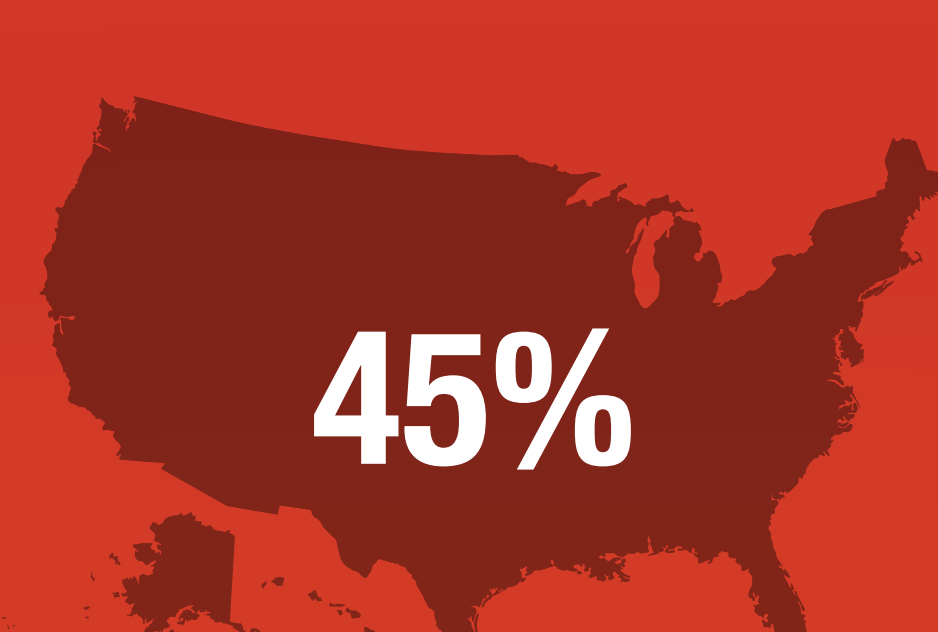
## A HUGE OPPORTUNITY FOR MARKETERS



US spend on Halloween in 2022



of Americans planned to celebrate in 2022



of Americans begin shopping in Sept or earlier



was spent by the average Brit in 2022



was spent in Italy - almost 8% more than in 2021

## 6 HALLOWEEN MARKETING IDEAS TO KICK-START YOUR NEXT CAMPAIGN



Get scary good at social, UGC, and influencer marketing



Get spooky in-store to create atmosphere and excitement



Make meaningful brand partnerships that deliver more value

Slay online with sweepstakes, contests and promotions

Treat your customers to gifts with purchases and special offers



Create FOMO with time-bound promotions

## INSPIRING HALLOWEEN MARKETING EXAMPLES



### A Sneaky Gift From Reese's

Reese's created a trick-or-treat bag with a secret stash compartment for kids to hide candy in. With selected products, customers got this bag for free to protect their haul of Reese's delights.

### A Frightful Night With Coca-Cola

Universal Studios in Orlando hosts a coveted Halloween Horror Night. With a little help from Coca-Cola, Orlando residents can get heavily discounted tickets with coupon codes on drinks cans.



### Protection from Trickery

Snickers partnered with insurance brand, Lemonade, to provide home-insurance policy holders with full-size Snickers bars and Lemonade-branded Halloween decorations to help deter criminals during Halloween.

### A Whopping Great Ghost Hunt

Burger King created a ghost-hunting game that users could play on their app. Players were encouraged to play the game where they like to hang out and if they found a ghost, they'd get a BOGO voucher for a Whopper.



### A Shockingly Clever Eco-friendly Halloween

Rubicon made recyclable trick-or-treat bags that consumers could order online and easily return for recycling with pre-paid postage stamps.

## Ready For a Wicked Halloween Marketing Campaign?

Start planning your gruesomely good Halloween Marketing campaign early to get ahead. If you're looking for intelligent software, try Snipp's CARE (Customer Acquisition, Engagement, and Retention) platform for easy contests, shopper promotions, sweepstakes, rewards, and more.

LET'S TALK

[www.snipp.com/contact-us](http://www.snipp.com/contact-us)

### References

<https://www.campaignasia.com/article/which-candy-brand-has-the-best-halloween-2022-invention/481971>

<https://touringplans.com/universal-orlando/events/halloween-horror-nights-orlando>

<https://www.thedrum.com/news/2022/10/31/snickers-and-lemonade-vow-protect-homeowners-halloween-trickery>

<https://www.thedrum.com/news/2022/10/25/top-10-halloween-activations-airheads-flavored-dental-floss-burger-king-s-ghost>