

# A HALLOWEEN MARKETING BAG OF TRICKS

Halloween continues to remain a vital promotion period for many brands. It marks the beginning of the holiday spending season and many consider it a gauge for the rest of the season. While the pandemic will impact the way it is celebrated, marketers will certainly be able to tap into this occasion as kids will still want to dress up and who can say no to candy! New tactics like social engagement and virtual experiences are likely to replace the traditional trick or treating and while some of the shopping will move online, many will still step out to shop and experience the occasion in-store. To help you gear up, here's a breakdown of the spending trends leading up to 2020 and a marketing bag of tricks to treat your customers, and to out-trick your rivals!

## THE LANDSCAPE

### Which Industries Thrive on Halloween

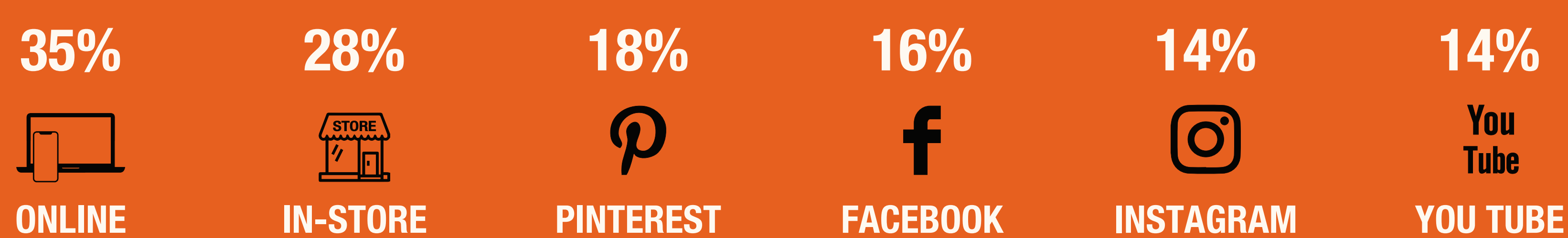


### Consumer Participation & Spend

Halloween Numbers Are Up and Down but significant

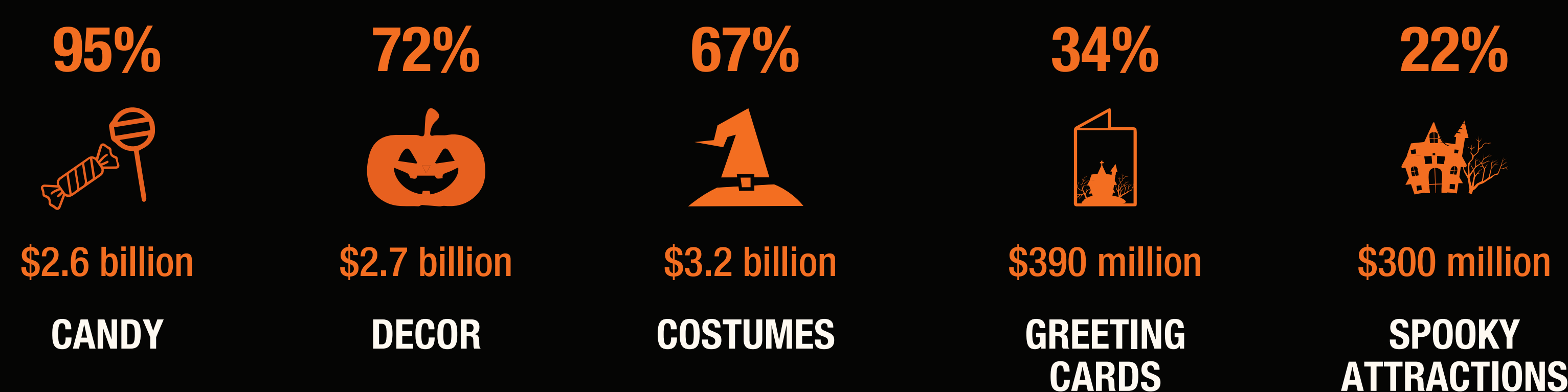
	PARTICIPATION	RETAIL SPEND	AVG CONSUMER SPEND
2017	179 million	US\$ 9.1 billion	US\$ 86.13
2018	175 million	US\$ 9 billion	US\$ 86.79
2019	172 million	US\$ 8.8 billion	US\$ 86.27

### Their Inspiration



Social is key!  
 227 Mn searches on Pinterest for Halloween related content  
 45% of consumers are influenced by UGC  
 40% influenced by 'influencers'

### What Are They Spending On



### Halloween by Demographic

	MEN	WOMEN	BABY BOOMERS	GEN X	MILLENNIALS
Inclined to celebrate	67%	69%			
Average spend	\$96	\$76	\$23	\$70	\$183

Gen Z is on average more likely to dress up in costumes and to visit a haunted house or to attend / throw a party.

## 6 MARKETING TACTICS

to Give Your Brand Some Halloween Flair



### Get Social (and creative!)

Create content (and a unique #hashtag): *costumes, spooky stories, decor, recipes*  
 Incentivize sharing  
 User generated content: *party ideas, photo contests*  
 Influencer marketing: *product placement*



### Go Online (online only offers, digital rewards redemption experiences)

Digital Sweepstakes: *'Send in a picture of your / your pets / your kids costume for a chance to win a \$500 Amazon gift card'*  
 Gift with purchase: *'Buy Brand X and get a free Halloween make up kit'*  
 Cash Back: *Cash back on every purchase*



### Innovative Rewards (Online and Offline!)

Branded 'spooky' swag  
 Uber/Lyft rides: *'Buy beer Brand X and get credit to ride home safely from your Halloween party'*  
 Giving back: *Covid related charity donations*



### Co-Branded Initiatives

*'Buy Brand X and Brand Y at the same time to earn a reward'*  
*'Buy Brand X and get a free pumpkin spice latte at your nearest coffee shop'*



### Frequency & Basket Size Promotions

*'Make 4 purchases of Brand X over a month and get a free gift'*  
*'Buy 3 different flavors of chip brand x to receive a free 4th flavor'*



### Real-Time Engagement (online and on-premise)

One-day/ hour special offers  
 Webinars: *host a 'spooky stories' webinar series*  
 On-premise contests & gamification (*Ghoulish trivia*) and reward (*Gift Cards*) purchases

Does your Halloween marketing need a new bag of tricks? Snipp has years of experience developing calendar-based promotions, and Halloween is no exception; we've worked with CPG brands in industries like candy, beverages and snack foods to drive sales and win consumers. Visit us at [www.snipp.com](http://www.snipp.com) or contact us to learn more about our technology and marketing solutions.