

# The Business of Halloween



# Historical Halloween Spending

Per Person Halloween Spending in 2009:

\$56.3

Per Person Expected Halloween  
Spending in 2009:

I  
\$86.2  
7

Total Expected Spending this year:

\$8.8

BILLION

\*According to National Retail Federation



# Spending Trends

95%

CANDY

72%

DECO

67%

BATH

37%

NO  
GREETI  
NG

CADDO

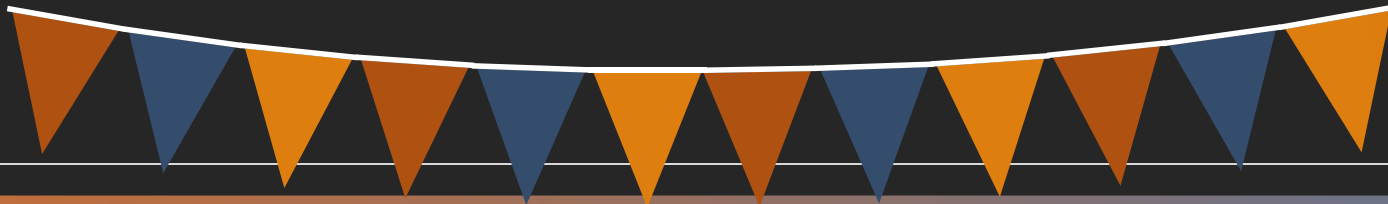


# Costume Trends

## Children

The survey found 3.1 million children plan to dress up as their favorite princess, 2.4 million as their favorite superhero, 2 million as Spider-Man, 1.5 million as an Avengers character other than Spider-Man and 1.4 million as Batman.

- Princess - 7.9 percent
- Superhero - 6 percent
- Spider-Man - 5.2 percent
- Avengers character (excluding Spider-Man) - 3.9 percent
- Batman - 3.5 percent
- Witch - 3.3 percent
- Ghost - 2.8 percent
- Vampire - 2.2 percent
- Frozen (Elsa, Anna) - 2.2 percent
- Pirate - 2.1 percent





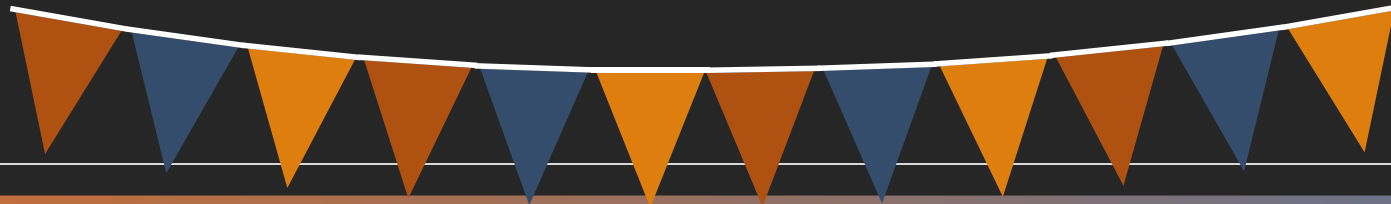
# Costume Trends



## Adults

The survey found 5 million adults plan to dress like a witch, 2 million as a vampire, 1.8 million as a superhero, 1.5 million as a pirate and 1.4 million as a zombie.

- Witch – 8.9 percent
- Vampire – 3.6 percent
- Superhero – 3.1 percent
- Pirate – 2.7 percent
- Zombie – 2.5 percent
- Ghost – 2 percent
- Avengers character (excluding Spider-Man) – 2 percent
- Princess – 1.9 percent
- Cat – 1.8 percent
- Spider-Man – 1.7 percent



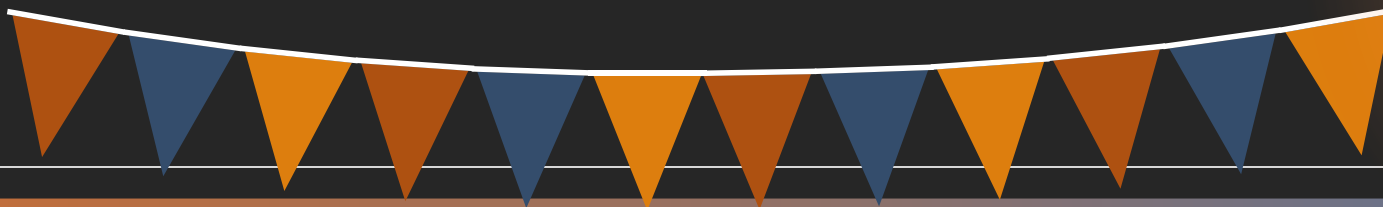
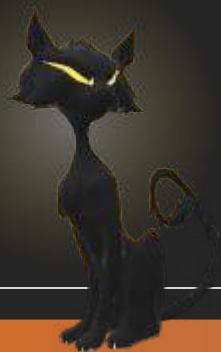
# Costume Trends

## Pets

The survey found that 29 million people plan to dress their pets in costume for Halloween.



- Pumpkin - 9.3 percent
- Hot dog - 7.2 percent
- Superhero - 7.2 percent
- Bumble Bee - 3.9 percent
- Cat - 3.2 percent
- Witch - 2.5 percent
- Lion - 2.2 percent
- Dog - 2.1 percent
- Devil - 2 percent
- Shark - 1.7 percent

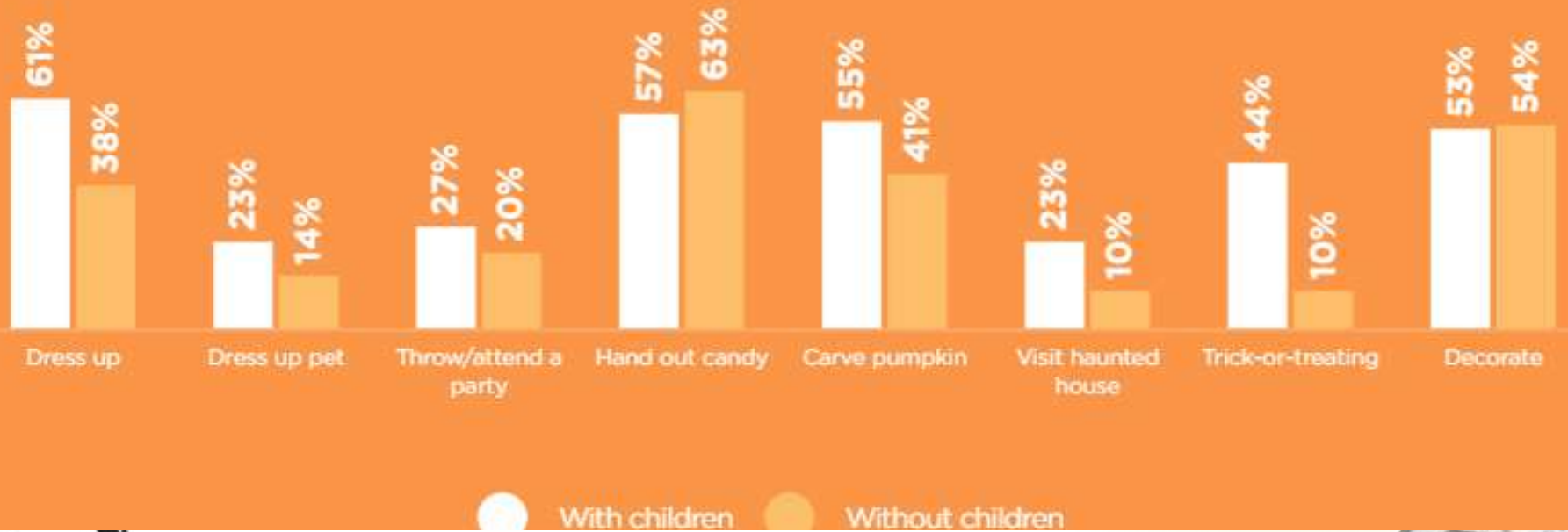


# This year's trends





# TOP CELEBRATION PLANS



## This Year's Trends



# This Year's Trends

## PLANNED PURCHASES

65%

Costumes

96%

Candy

75%

Decorations

40%

Greeting cards

# Spending Trends: 2019

67%

COST

95%

CANDY

72%

DECO

37%

BATHING

CARD

Even a Pandemic  
can't scare away  
Halloween!

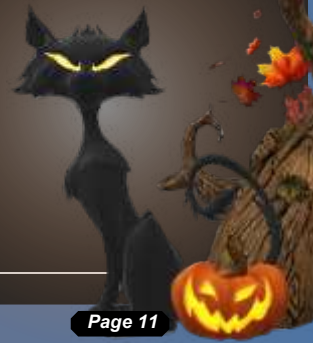


# The Marketing Behind the Holiday



INFLUENCER MARKETING:  
BRANDS PAIR UP WITH  
YOUTUBERS, POPULAR  
BLOGGERS, ARTISTS, ETC. TO  
HELP A PRODUCT GO VIRAL.

- Ex: Zombie Skittles plays on the 'psychology of the dare' with it's 5







# The Marketing Behind the Holiday

- Play on Emotions: Nostalgia Brands appeal to the happy memories of it's target audience's past
- 
- 1950s: Halloween Heroes: Defending the Right to Childhood, UNICEF campaign in Canada
- Children trick-or-treated for monetary donations to help children in impoverished countries
- Launched a fully-digital fundraising platform for today's trick-or-treaters
- Not new or original, just rejuvenated!

# The Marketing Behind the Holiday

## THE POWER OF VIDEO ADVERTISING AND

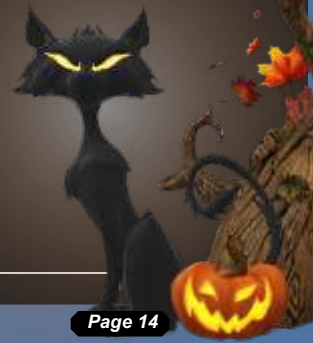
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# The Marketing Behind the Holiday

## THE POWER OF STORY TELLING WITH LONG-FORM

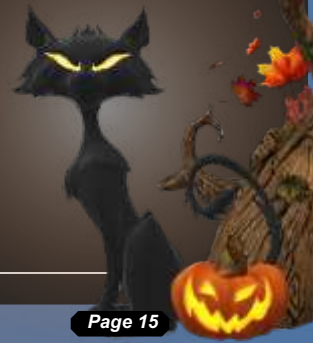
n short ads





# The Marketing Behind the Holiday

APPEALING TO VARIOUS  
TARGET AUDIENCES WITHIN  
THEME



# The Marketing Behind the Holiday

## M+M ENGAGES WITH INTERACTIVE GHOST STORIES

- Weekly installments of an ongoing ghost stories promoted on Facebook, Instagram and Twitter, leading up to Halloween
- Every installment led up to two alternative endings. Viewers voted, and the next installment began with the winning ending.
- Content Marketing's Best Practices:
  - Dynamic Story
  - Compelling Video
  - Audience interaction
  - Consumer involvement



# The Marketing Behind the Holiday

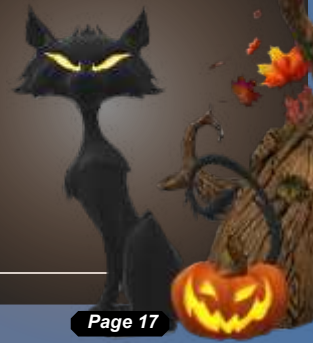


## PRODUCT PACKAGING:

### FANTA GETS

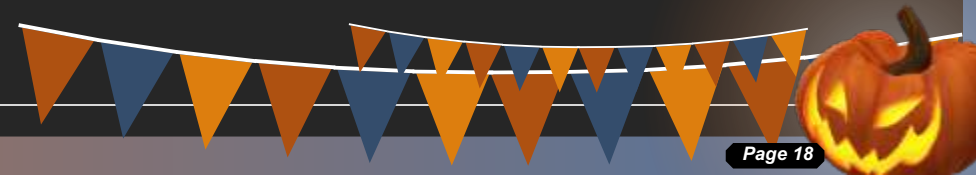
- Features seasonal graphics on its packaging
- Scanned to Snapchat to unlock Halloween filters
- Fanta's sales grew by 23% during the Halloween season in 2017

### INTERACTIVE





# Who was the target audience?



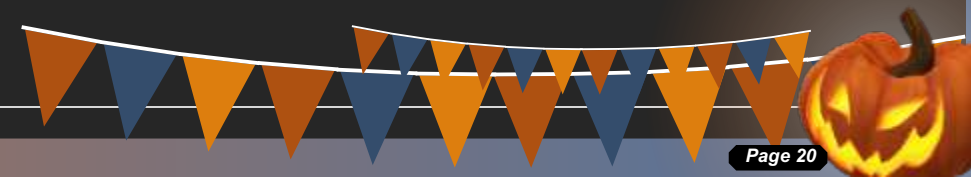
# Who was the target audience?



# Your Task

Create a product or revamp an existing product and apply a Halloween-themed Marketing Mix campaign to it. Think about the ideas mentioned in this presentation. Visit [National Retail Federation](#) for help with your target market!

Product/Service	What are you selling or offering?	10
People	Who is your target market? Include the following demographics: Age, HH income, spending habits, location (where they live)	15
Place	Where can your specific target market buy your product? (Not everywhere; think about where they shop and their spending habits)	10
Price	How much is your target market willing to spend on this product/service? What do they already spend their money on? How much can you sell for and still make a profit?	10
Promotion	What fun and clever ways will you use to promote to your target audience? What do they find valuable or important? Use that info to come up with an awesome campaign idea.	15





# The Rules

- Group of 4 or less
- Create a flyer outlining your marketing campaign
- You may use Canva or any other flyer-making software
- Be Creative! Think of your Target Market! It doesn't have to be scary!!
- Due Monday 11/4!

