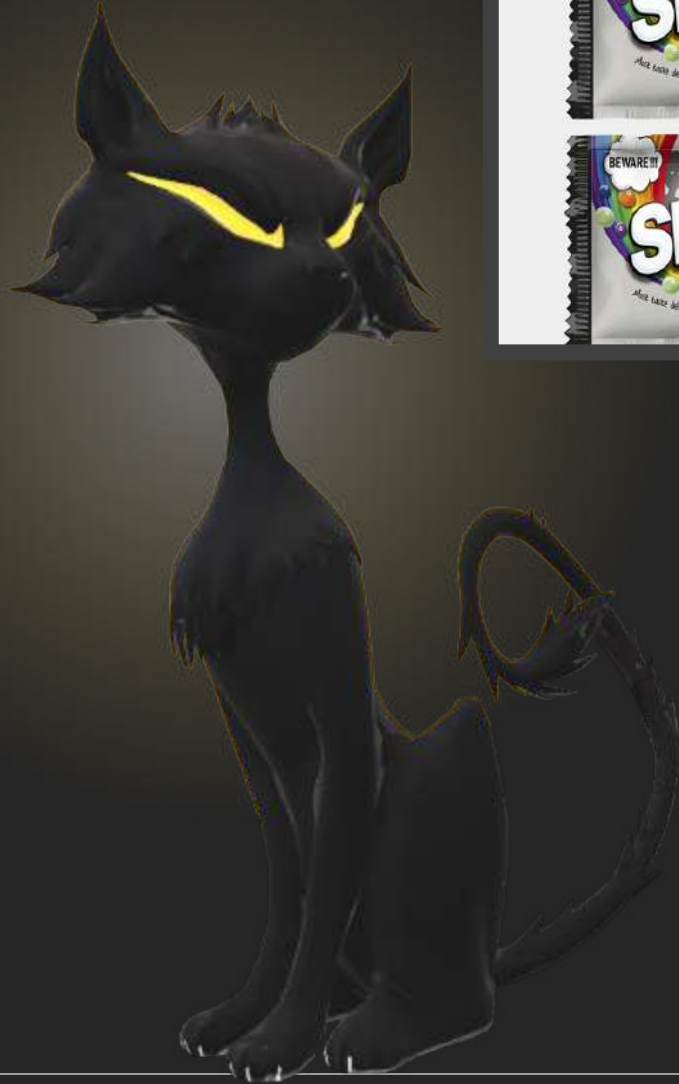


The Business of Halloween



Historical Halloween Spending

Per Person Halloween Spending in 2009: \$56.31

Per Person Expected Halloween Spending in 2009: \$86.27

Total Expected Spending this year:

\$8.8 Billion

*According to National Retail Federation



Spending Trends

95%

Candy

72%

Decorations

67%

Costumes

37%

Greeting Cards

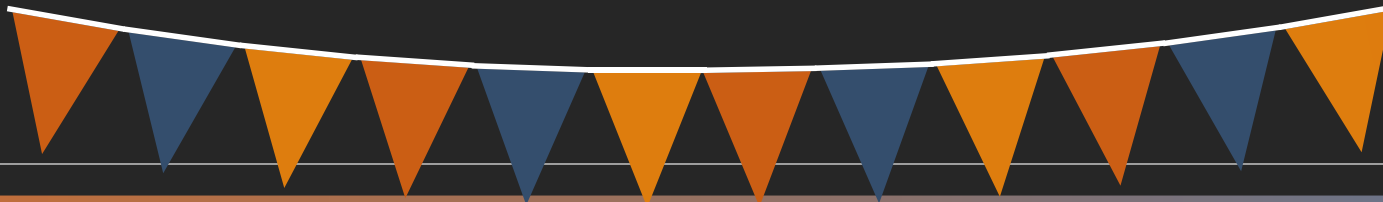


Costume Trends

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



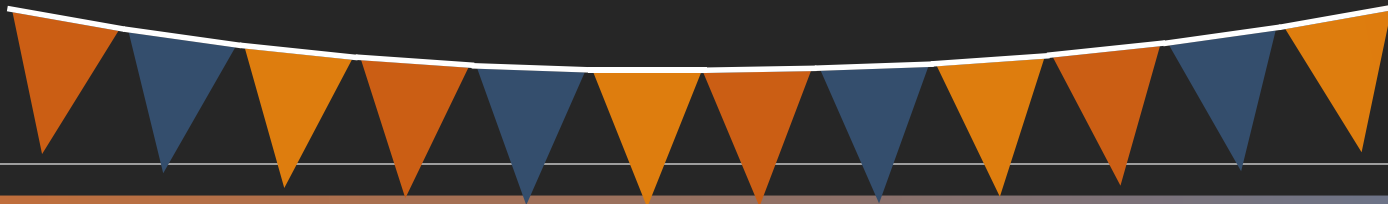
Costume Trends



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



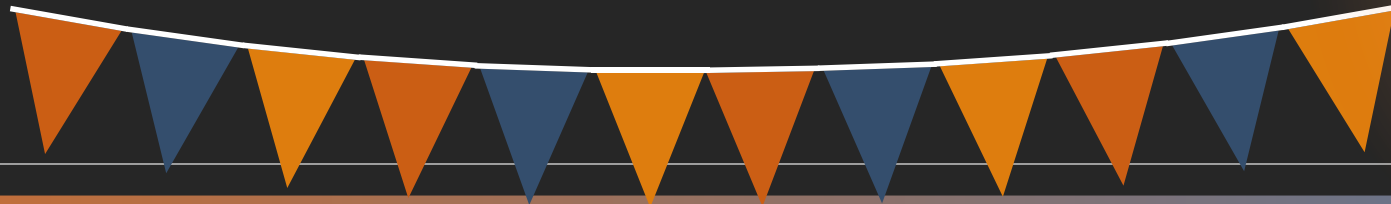
Costume Trends

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

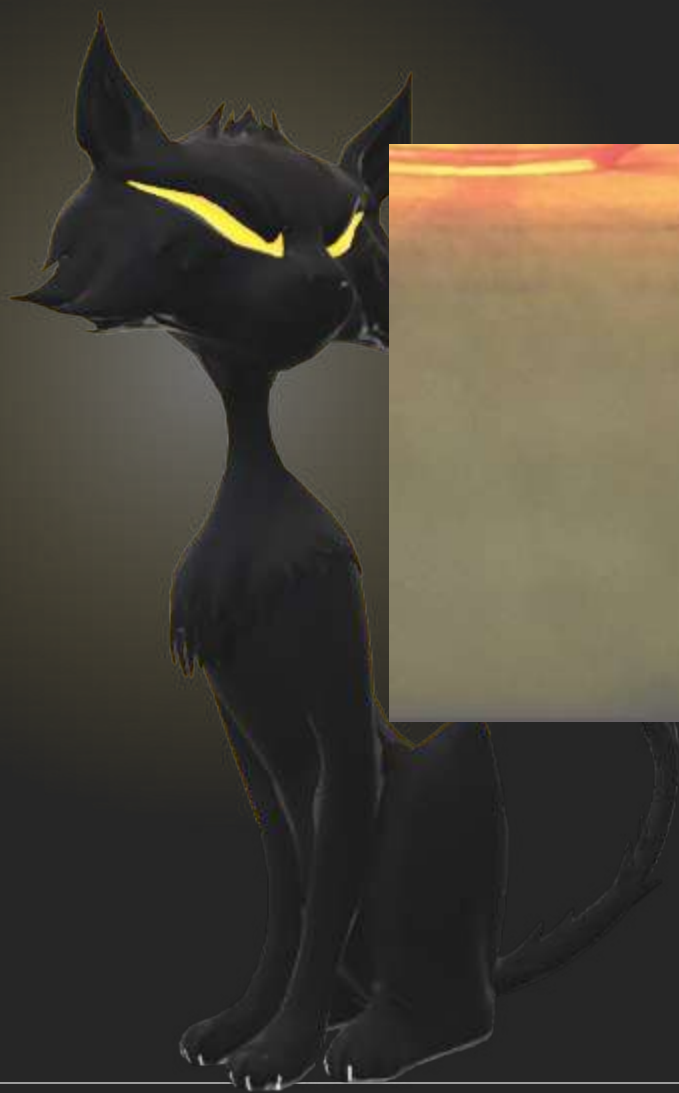


TOP CELEBRATION PLANS



This Year's Trends

This Year's Trends



PLANNED PURCHASES

65%

Costumes

96%

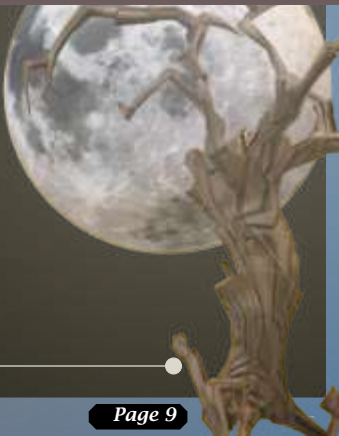
Candy

75%

Decorations

40%

Greeting cards



Spending Trends: 2019

67%

Costumes

95%

Candy

72%

Decorations

37%

Greeting Cards



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 its 5 Halloween themed flavors; one of which is 'rotten zombie' flavor. You don't know which one it is until you've tasted it!
- Bloggers wrote about it, YouTubers posted video challenges, everyone wants to try it. They've been influenced!





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 customer interaction with 'clever trolling' of a competitor



The Marketing Behind the Holiday



- The power of story telling with long-form video
- Proven to have higher completion rates than short ads
 - Customer engagement



The Marketing Behind the Holiday

Appealing to various target audiences within the same 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

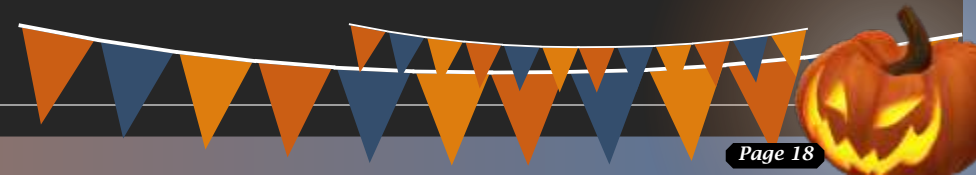


Product Packaging: Fanta gets Interactive

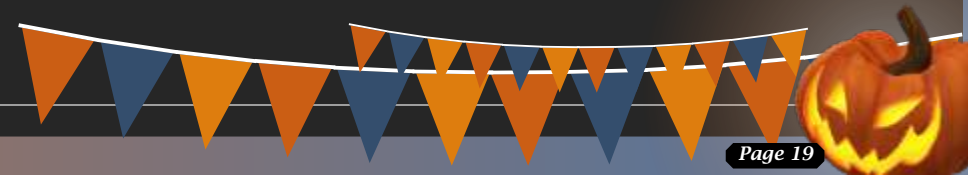
- Features seasonal graphics on its packaging
- Scanned to Snapchat to unlock Halloween filters
- Fanta's sales grew by 23% during the Halloween season in 2017



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!

