

THIS HALLOWEEN

👁 GET MORE EYEBALLS ON YOUR BRAND 👁

FROM PUMPKINS AND PRANKS TO PARTY FOOD, WE GET MORE INTO HALLOWEEN EACH YEAR. DECORATIONS ARE FULL-ON AND VIDEO TUTORIALS HAVE TURNED MAKE SHIFT MAKEUP INTO THE REAL DEAL.

Here's how advertisers can leverage the Halloween fever this year.

THRILLING START TO SHOPPING SEASON



Both kids and adults satisfy their taste for terror, marking the start of the autumn/winter shopping season.

Brits embrace the American-style Halloween and set out to make it a thrill, leaving Bonfire Night behind.

SEARCH HABITS UNMASKED | DRESSED TO THRILL

Many a Halloween happening starts online.



49%

Growth in search interest since last year¹



11m

Halloween-related searches during October¹

These were the biggest-growth searches in the run-up to Halloween last year, with the same trends reflected in purchasing behaviours:



132%

Fancy Dress



113%

Decorations



14%

Sweets / Candy



9%

Special/ Party Food & Drink

Popular fancy dress searches: 'ideas' - 'cheap' 'kids' - 'easy'

Popular makeup searches: 'zombie makeup tutorial' - 'vampire makeup tutorial' - 'skeleton makeup tutorial'

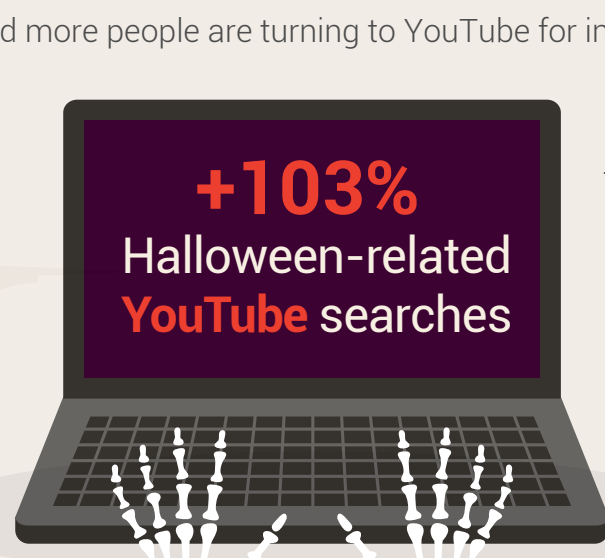
Other popular searches on Google last year: 'pumpkin-carving ideas' - 'Day of the Dead' - 'Halloween songs' - 'Halloween games for kids'

Both parents and children are searching for ways to make the occasion a memorable moment.

Brands should bear in mind that people's thoughts turn to Halloween early; interest starts in September and ramps up from the first weekend in October.

YOUTUBE BOOSTS THE FEAR FACTOR HOW-TO-TERRIFY TUTORIALS

More and more people are turning to YouTube for inspiration.



6 times more

than searches on Google

→ which still clocked up 16% growth⁴

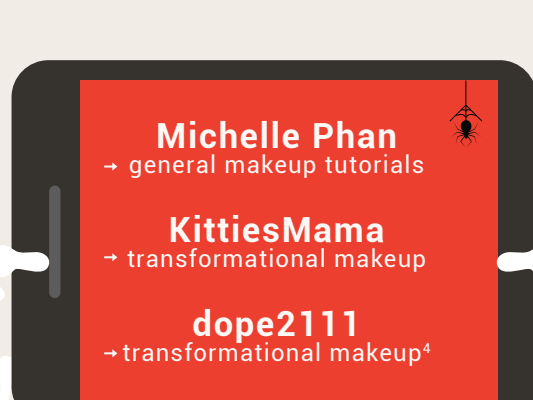


Halloween-related videos have been viewed over

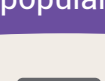
2bn times⁵

Last year's popular YouTube searches: 'Halloween pranks' - 'Halloween music' - 'skeleton dance' - 'Zoella Halloween'

People also searched for: 'how to carve a pumpkin' - 'Halloween tutorial'



The "how-to" category is particularly popular on YouTube



TOP YOUTUBE CREATORS FOR BRANDS TO CONSIDER:

Zoella: beauty tutorials, style hauls and general tips for 8.8 million subscribers¹

Tanya Burr: Zombie Halloween Makeup Tutorial got more than 560,000 views

PixiWoo: more than 510,000 views for their Halloween Catwoman Makeup Tutorial⁴

It looks like online video is the new makeup counter assistant.

SCARILY EFFECTIVE TIPS FOR BRANDS

AMPLIFY THAT CONTENT ON YOUTUBE BY:

- * Creating Halloween-specific search campaigns
- * Optimising them to tie in with other ad activities
- * Showing up against common searches (makeup tutorials, popular costumes, typical entertainment)

REMEMBER IT'S NOT ALL ABOUT THE KIDS:

- * Teenagers and parents are also keen Halloweeners.

Hoping for a Happy Halloween?

Treat people to great content and jump out at them online. That will do the trick!

¹ Google internal data, October & November 2014, searches related to 'halloween', UK only
² Mintel, 2014
³ Mintel, Seasonal Shopping (Autumn/Winter), UK, April 2015
⁴ Google internal data 2015
⁵ Google internal data