

## Focus On: Halloween, publishing 28<sup>th</sup> July Online Listicle to go live on 27<sup>th</sup> July

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Submissions deadline: 12 July

Advertising deadline: 12 July

### The Story

Spooky sells. That was the message from last year's Halloween, when marketers put big bucks behind limited edition products, above-the-line campaigns and even immersive experiences. The strategy makes sense. According to Mintel, more people are buying into Halloween than ever. Confectionery is winning particularly big, but savvy marketing is persuading shoppers to buy more than just pumpkin-shaped sweets, and even fruity cider is getting a spooky twist. So who is going all out for this year's season? Who will crack open the piñata? And who will be left with the rotten apple?

### Online Listicle: Top Product Launches for Halloween

**Marketing:** Last year, we saw everything from a VR experience featuring a spooky elevator to kits enabling pubs to create their own 'theatre of horrors'. Marketing certainly seems to have stepped up a gear. Booze brands are particularly increasing their efforts. So which brands are looking to take their slice of the pumpkin pie, and what are they doing to grab consumers' attention? By how much are they increasing their spend?

**Retailers:** Asda went all out with a primetime TV ad last year (that admittedly **backfired somewhat**) and Morrisons hosted experiences such as pumpkin carving classes in a bid to win share. Who will be putting in the most effort this time around?

**NPD:** Limited edition products have ranged from Halloween fizzy drink multipacks to spooky sweets. What is on the cards this year?

**Consumer perceptions:** According to Mintel, spend on Halloween is going up every year. So how big can Halloween get in the eyes of consumers?

**Innovations x 8:** A run-down of the top launches which haven't been featured in The Grocer before, including image, launch date and RSP.

### Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?