

Advertising at HALLOWEEN

How Supermarkets can spook off the competition

Halloween is drawing closer and the Supermarkets are filling their shelves with creepy costumes, spooky sweets and ghoulish gifts!

In 2015 the UK spent a whopping **£460m*** on Halloween and this is expected to rise by **20%** this year. With so much money available Supermarkets are dominating the market, offering parents a one-stop-shop for their little pumpkins every need. When it comes to family finances women hold the purse strings, making Mothers the perfect audience to reach this Halloween.**

Here's our top tips for reaching Mothers this Halloween

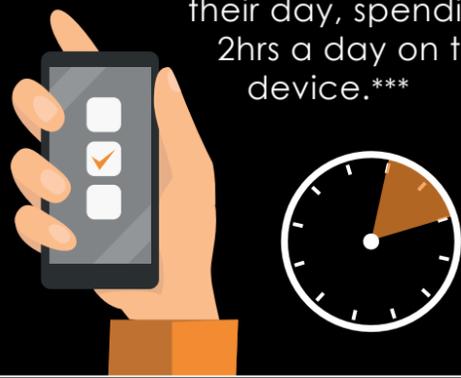
1 Know your audience

Mothers are 25-55 year old adults who visit parenting content and are seen in key family locations e.g baby/ children stores, nurseries and schools.



2 Think mobile

Mothers use their smartphone to help plan their day, spending over 2hrs a day on their device.***



3 Location targeting

Use location data to target audiences at the right place at the right moment. Serving ads in the morning after a Mother has been to nursery to drop off her child will be much more impactful than serving it in the afternoon when they collect their child.



4 Monitor your competition

Identify the competitors your audience is visiting the most, retarget devices seen at your competitors stores to drive footfall and purchase.



5 Sequential messaging

Use dynamic creative to reach Mothers across different locations leading them to point of purchase.



6 Save the date

Halloween falls on a Monday this year so the celebrations are likely to start over the weekend, make the most of this opportunity by

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encouraging last minute purchases through your creative.

7 Weather Targeting

Halloween looks to be a chilly one! Use dynamic creative with weather targeting to remind Mothers to dress their little ones warm for trick or treating.

