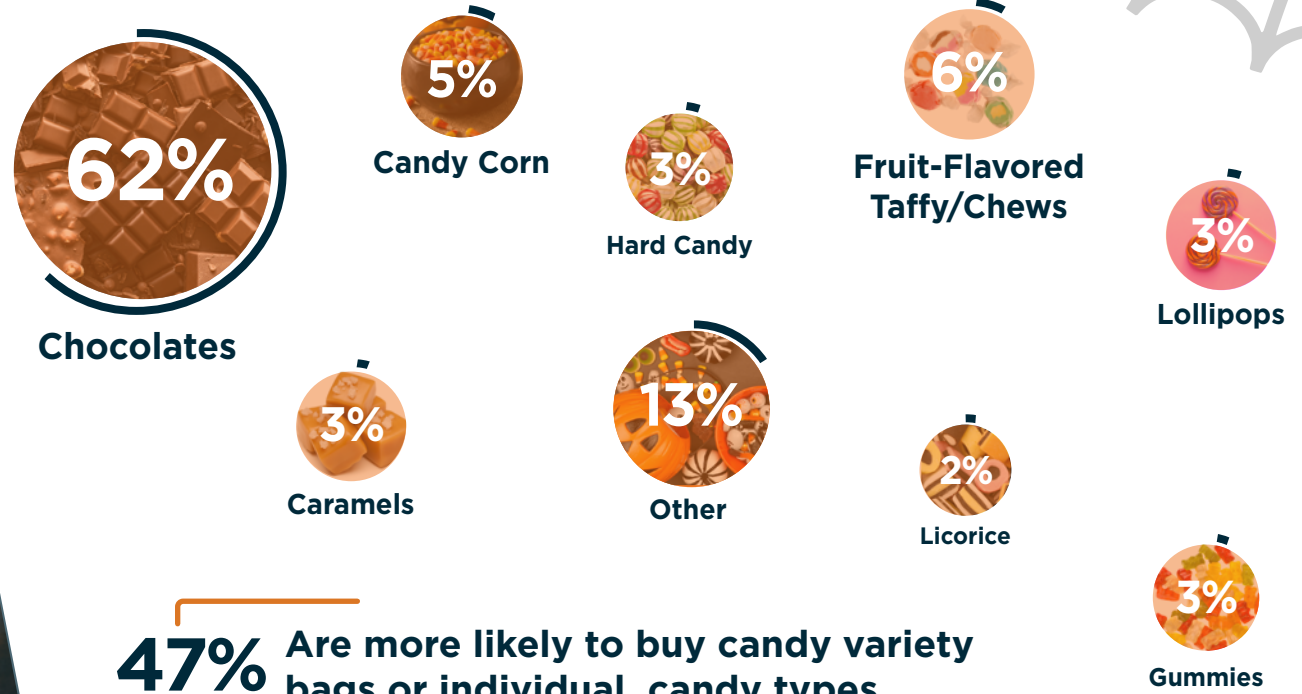


CREEPIN' IT REAL

We surveyed shoppers on their Halloween shopping habits – from what candies they're buying to where they shop. Check out the results!

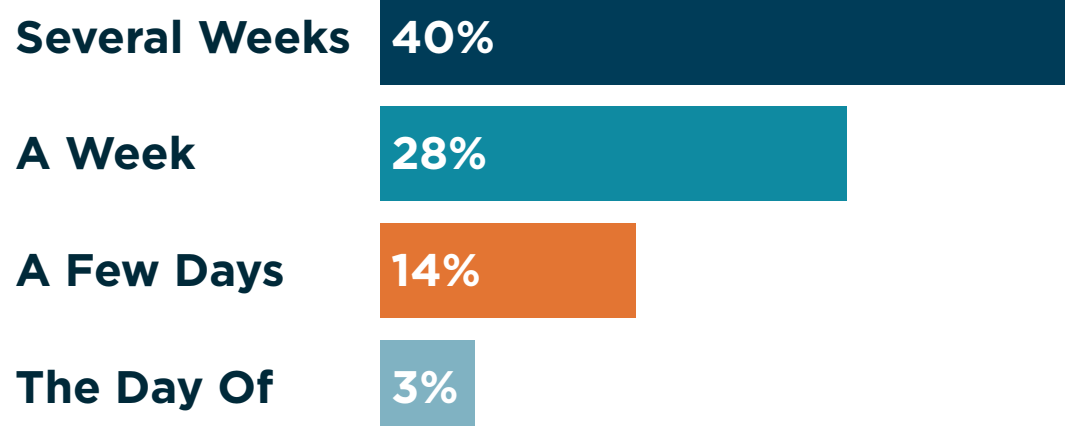
TRICK-OR-TREAT:

What kind of candy they're buying:



47% Are more likely to buy candy variety bags or individual candy types

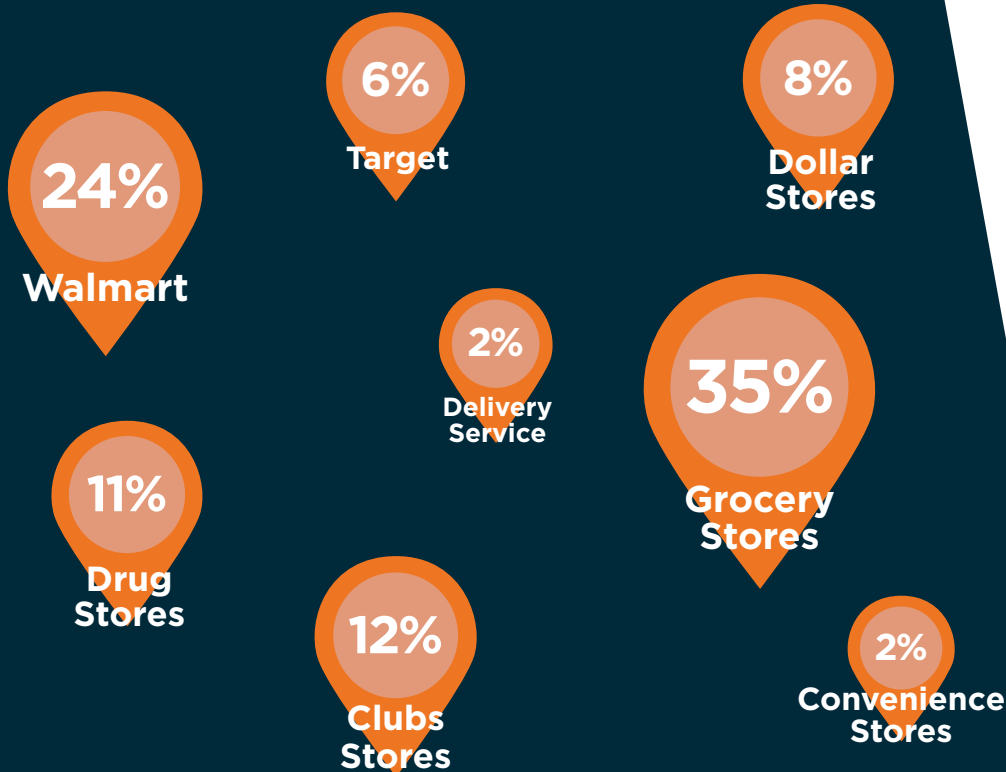
How far in advance they're stocking up:



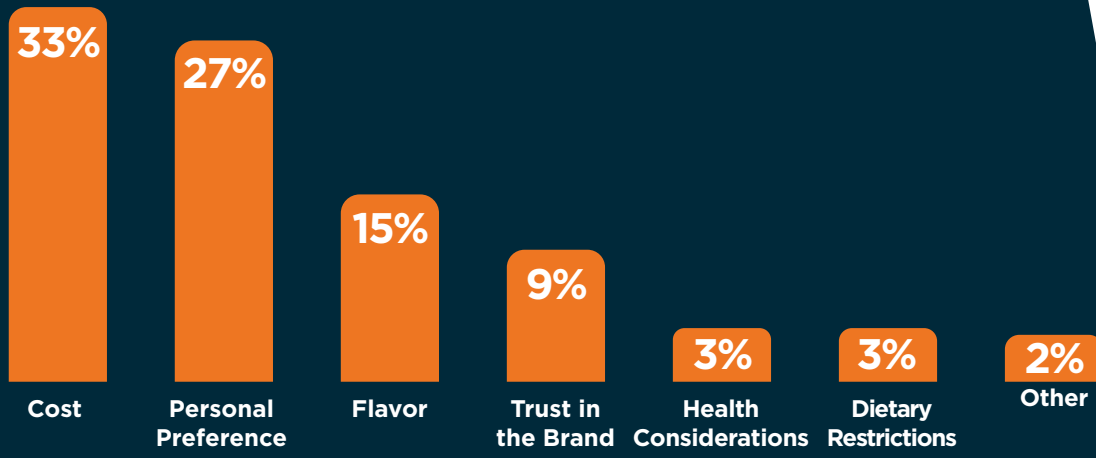
15% Wait for the post Halloween sales to buy candy

SHOPPING PREFERENCES:

Where they shop for halloween treats:



Which factor is most important to them:

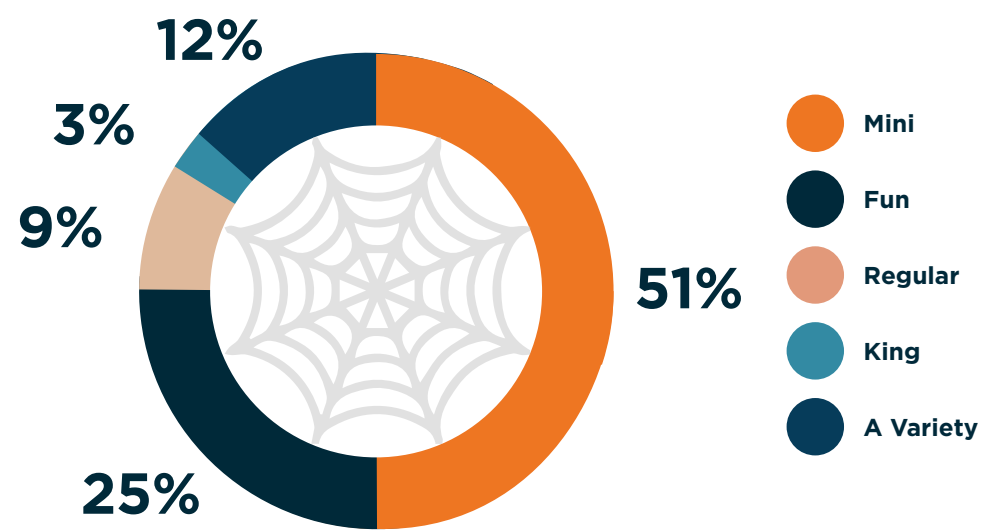


8% Their purchases aren't influenced by a particular factor

How much they typically spend:



Which candy size they're buying:



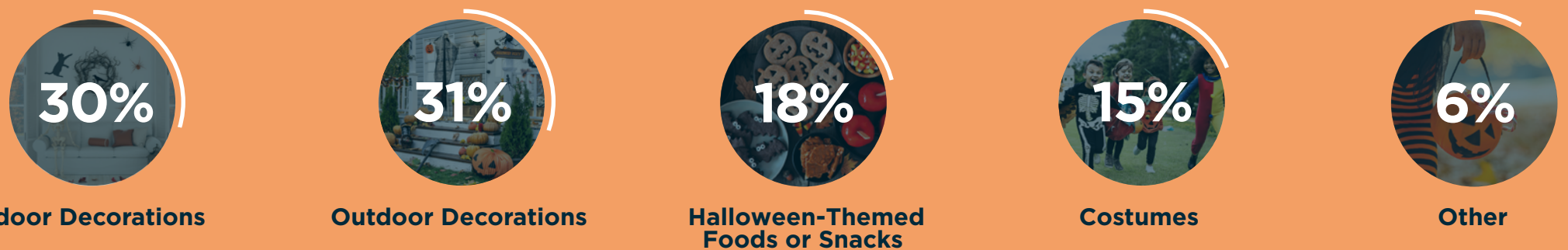
64% Only hand out candy and don't offer any alternatives

9% Hand out other pre-packaged snacks in addition to candy

10% Hand out inedible treat options in addition to candy

PICKS OF THE PATCH:

What else they're buying:



Their preference of decorations and themes:



HALLOWEEN & BREAKTIME:

No tricks, only treats! Here are just a few ways our **fun, personalized, interactive content** can help your brand engage shoppers and drive purchases this spooky season:

- Recommend a Halloween bash theme for shoppers based on their preferences using a **personality quiz**
- Use a **listicle** to provide hauntingly festive home decorating ideas
- Inspire purchase through ghoulish **recipes** showcasing your brand's products
- Create spook-tacular moments through a **social giveaway** or **register-to-win sweepstakes**