



DIGITAL SPELLS AND PIXELS

2023 HALLOWEEN AND PAID SOCIAL TRENDS



METHODOLOGY

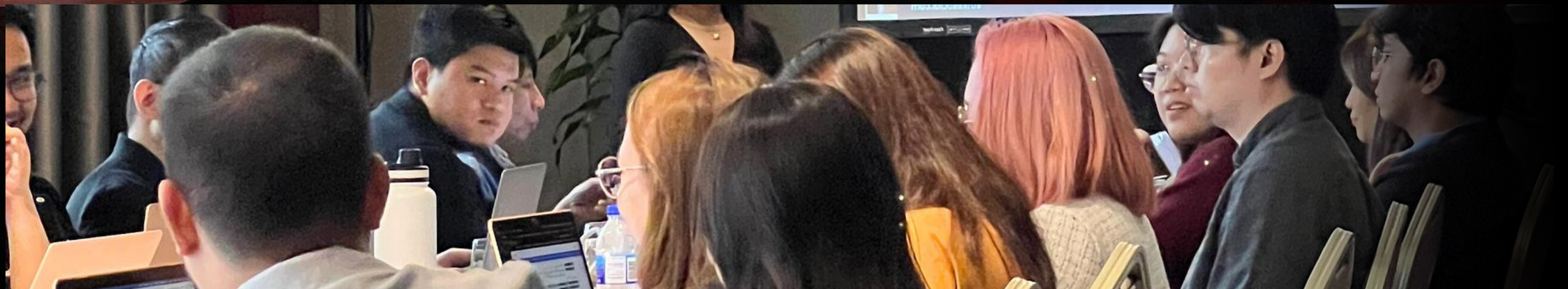
This analysis derives insights from Strike Social data using a proprietary tool, CampaignLab, analyzing and observing paid social advertising trends aligning to Halloween 2023.

The data encompasses various platforms, including TikTok, Facebook, Instagram, and YouTube, with metrics focusing on CPM and ad campaign types such as TrueView Instream and Bumper ads.

The observed period spans from the beginning of September to the end of October 2022, providing a comprehensive view of the advertising landscape during the Halloween season.

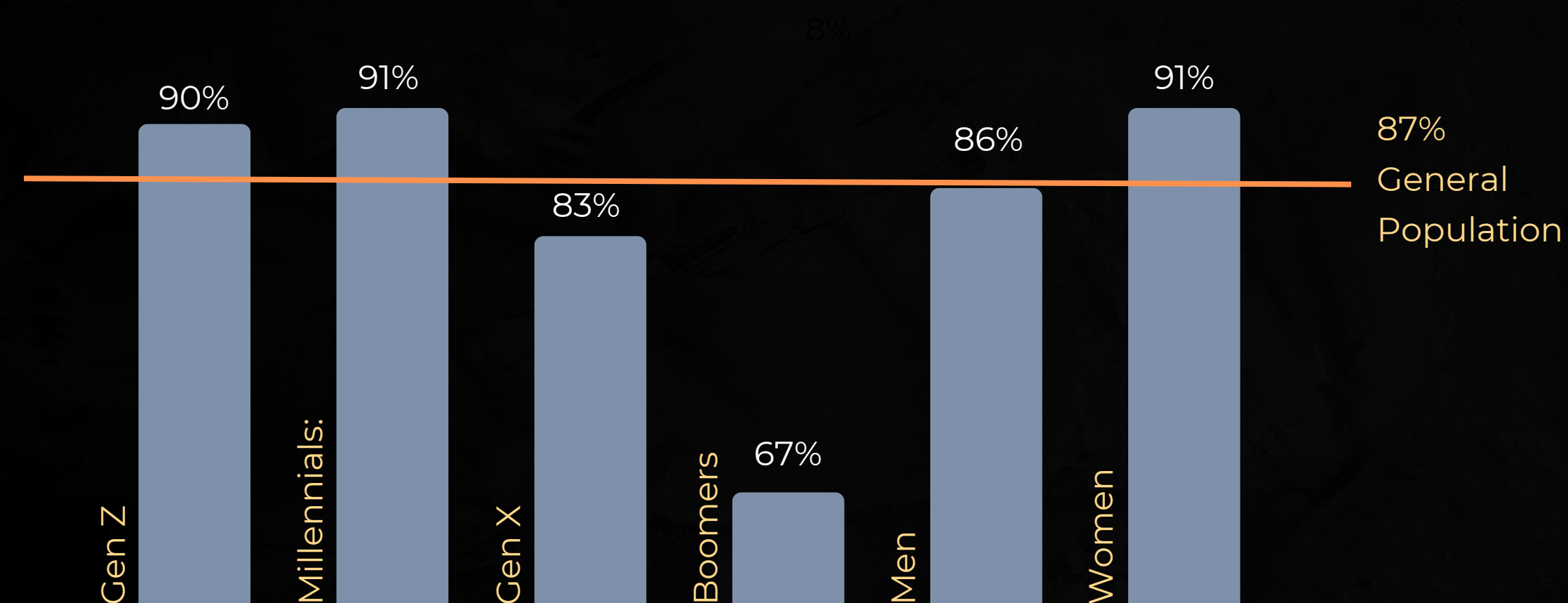
ABOUT STRIKE SOCIAL

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.



HALLOWEEN 2023: WHO'S CELEBRATING?

Age and Gender



This Halloween, the jack-o'-lantern isn't the only thing that's lit; consumer enthusiasm is blazing across the spooky month of October.

Millennials and Gen Z lead the pack of Halloween revelers, with 91% and 90%, respectively, gearing up to celebrate, sitting impressively above the average general population's readiness at 87%.

The retail bonanza of trick-or-treats, eerie decor, and spine-chilling costumes resonates especially well with the "Queens of Halloween," as women show an impressive 91% celebration intent, edging out the men by 5 points.

CROSS-GENERATIONAL AND GENDER APPEAL

The spirit of Halloween transcends both generational and gender lines. Gen X, often perceived as the bridge between digital natives and traditionalists, still shows a robust 83% intent to partake in the festivities. While men may not be as attuned to Halloween costumes and decorations as women, focusing on male-centric creative themes could help advertisers create a hauntingly successful campaign.

For media buyers and advertisers, Halloween serves as an excellent universal touchpoint, marking the onset of the busiest quarter of the year. Although consumers are generally willing to spend on Halloween festivities, they are also looking for good deals.

According to Statista's chart on Americans' planned spending on Halloween-related items from 2005 to 2023, the average consumer is projected to spend \$108 on Halloween goods this year. It's worth noting that many consumers are willing and planning to shop around for the best deals and promotions, sometimes weeks ahead of Halloween.

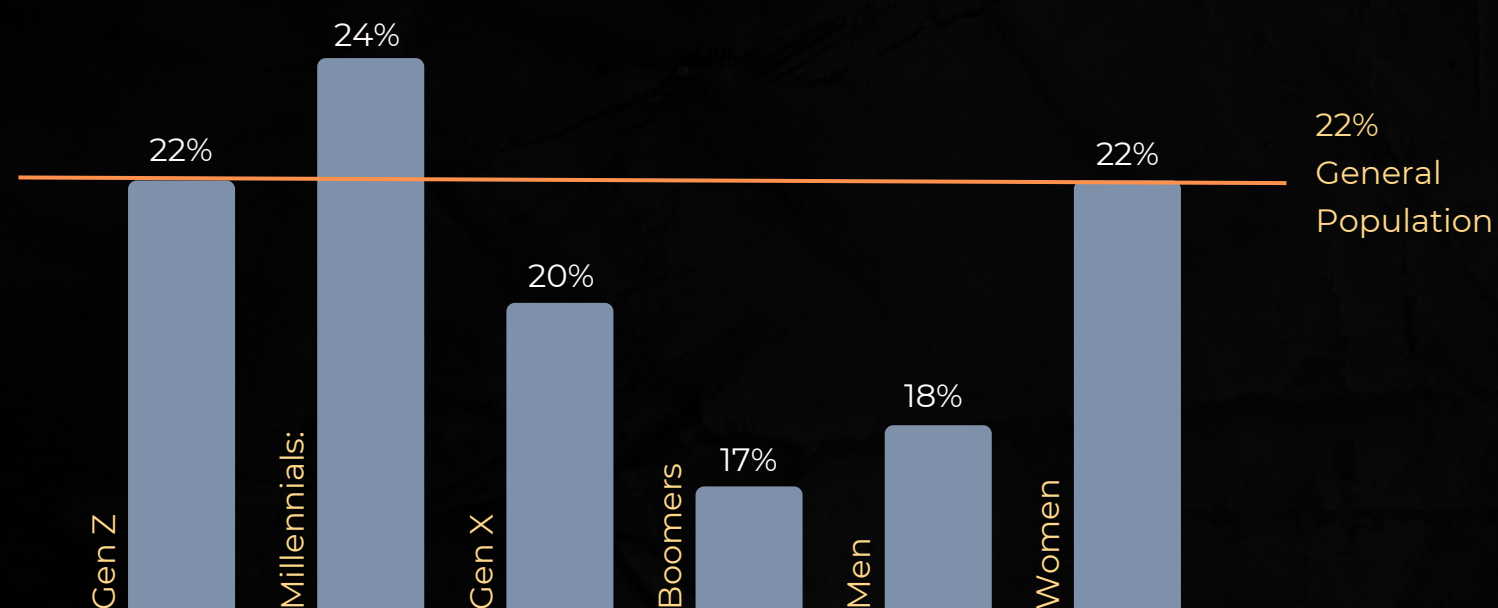





TRICK, TREAT, AND TRANSACTIONS

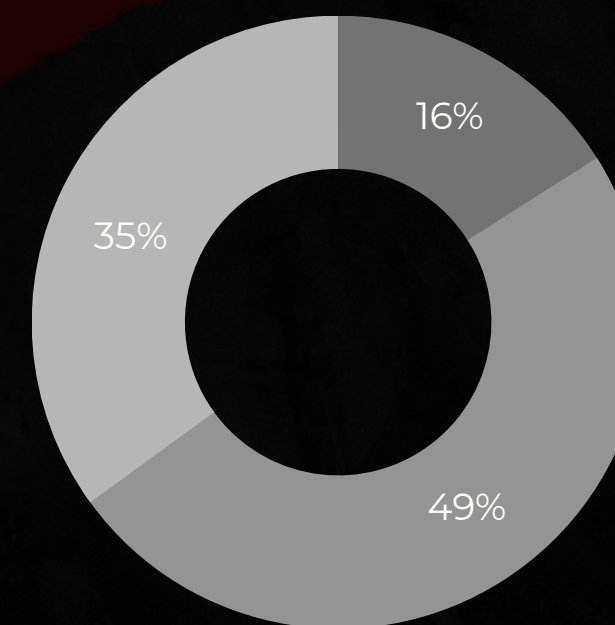
Jumpstarting Halloween shopping isn't everyone's basket, but younger generations are notably proactive in planning their spooky festivities ahead of time. Nearly one in four Americans snagged the best deals well before the festive weekend.

Despite rising living costs, 49% of consumers are willing to allocate between \$1 and \$100 to ensure a festive and fun Halloween. An additional 35% are willing to splurge more to deck their halls with chocolates and eerie décor.

While consumers are increasingly vigilant about pricing, the good news for advertisers is that most aren't willing to forgo the festivities altogether.



-  will not spend
-  will spend \$1 - \$100
-  will spend more than



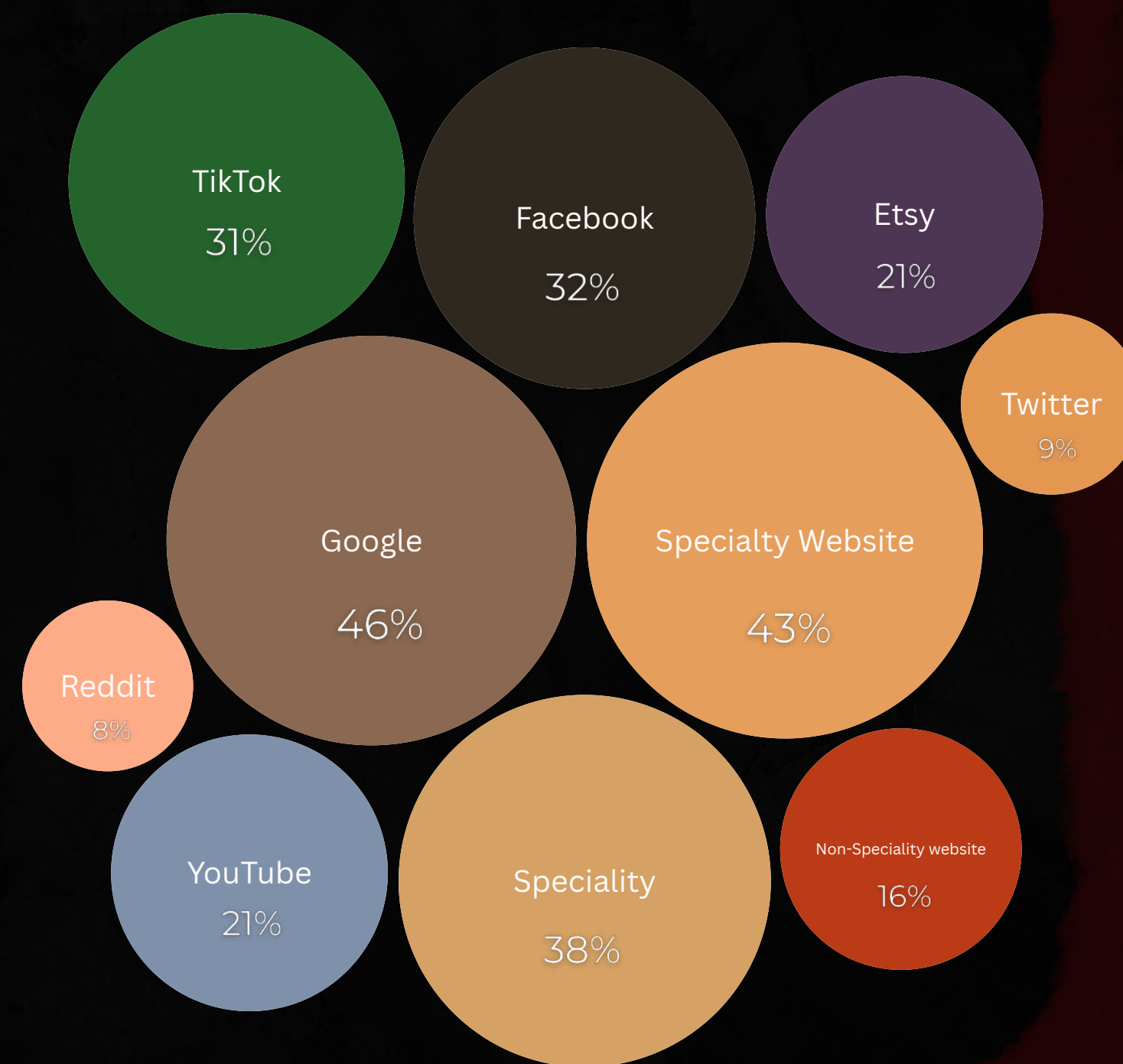
SPOOKSPIRATION

No longer confined to the aisle of specialty stores, Halloween costume seekers have more choices with a few sways and swipes of their fingers. Consumers' social platform feeds slowly fill with Halloween DIYs and spooky fashions.

Google has captured more eyes and interest, capturing 46% of consumers seeking costume inspiration. Not far behind, Instagram enchants 43%, proving that visuals are a key ingredient in the potion of Halloween creativity. While there are still dedicated specialty stores selling their costumes, most owners have opened their store doors on digital storefronts.

Facebook and TikTok act as digital cauldrons, bubbling with ideas and trends for 32% and 31% of users, respectively. DIY enthusiasts and vintage aficionados can unearth unique gems on YouTube and Etsy.

While diversity on social platforms exists, consumers play favorites when finding Halloween inspiration.



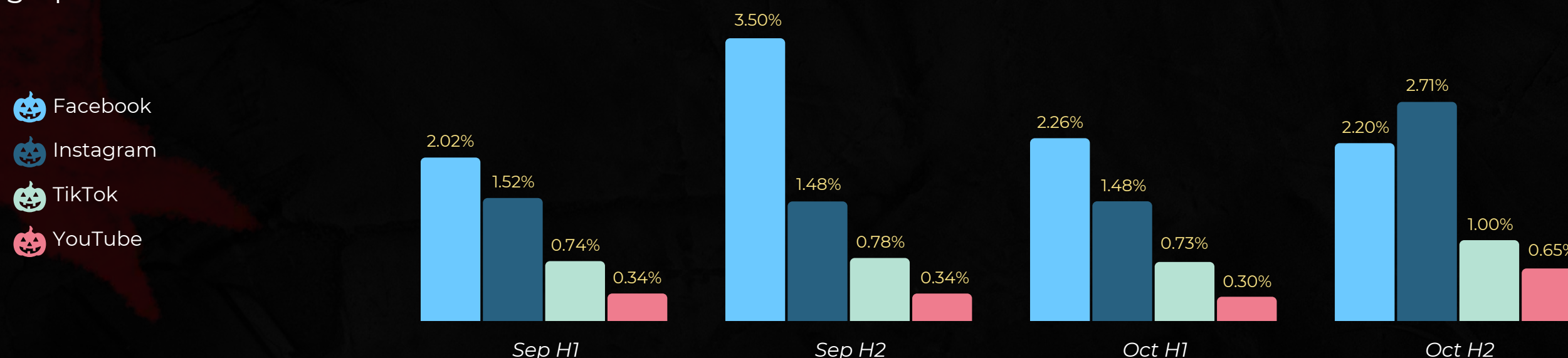
HALLOWEEN PEAKS

User Engagements, Click-Through-Rates Trends Sep - Oct 2022

As the winds of autumn roll in, brands and advertisers are turning to social media platforms to capture the eerie enthusiasm of the masses. 2022's data paints a story of fluctuating engagement, giving us a glimpse into the potential for 2023's campaigns.

In the first half of September 2022, Facebook, with a click-through rate (CTR) of 2.02%, emerged as the leading platform for advertisers. However, the latter half of September witnessed a significant surge in Facebook's CTR to 3.50%, indicating a heightened interest in early-bird Halloween campaigns. This trend suggests that advertisers in 2023 might gain considerable traction by launching their campaigns earlier in September.

Instagram, TikTok, and YouTube's steady September CTR peaked as the celebration drew closer. The heightened interest among users can be attributed to last-minute Halloween promotions, visuals, and stories. This makes it more crucial for brands in 2023 to boost their campaigns leading up to October 31st.



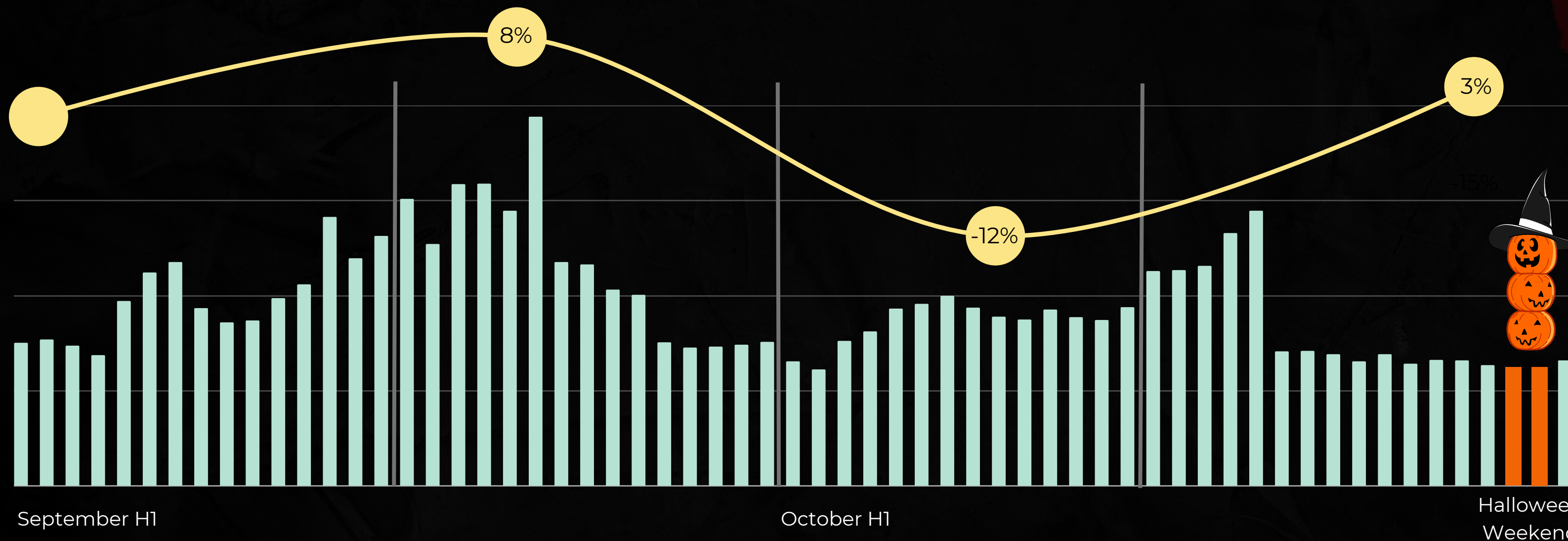
Source: CampaignLab, Strike Social, 2022 Campaigns Leveraging on Clicks

TIKTOK

TikTok campaigns leveraging to impressions

September showcased a rise in ad costs, peaking in mid-September. This surge underscores the competition in the auction as brands aim to tap into TikTok's vibrant audiences ahead of Halloween.

As Halloween approaches, the drop in ad costs can indicate saturation of festive promotions, reflecting the initial enthusiasm of early campaigns.

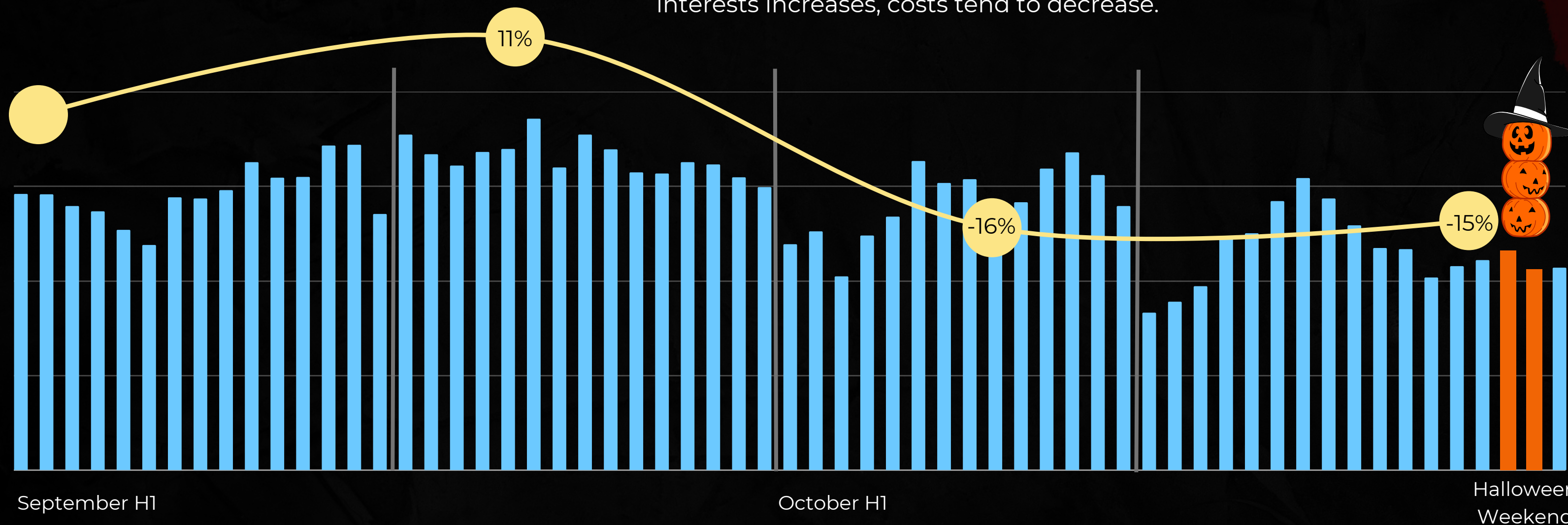


FACEBOOK

Facebook campaigns leveraging to impressions

In the early days of September, the CPM trend remained stable. This stability suggests that even as advertisers rolled out their Halloween campaigns, the ad space competition didn't intensify. However, as the month progressed, brands aimed to secure a piece of the Halloween engagement pie, amplifying the battle for the audience's attention.

Ad costs began to decline by mid-October as users' feeds became saturated with Halloween-related content. As content aligning with consumers' interests increases, costs tend to decrease.

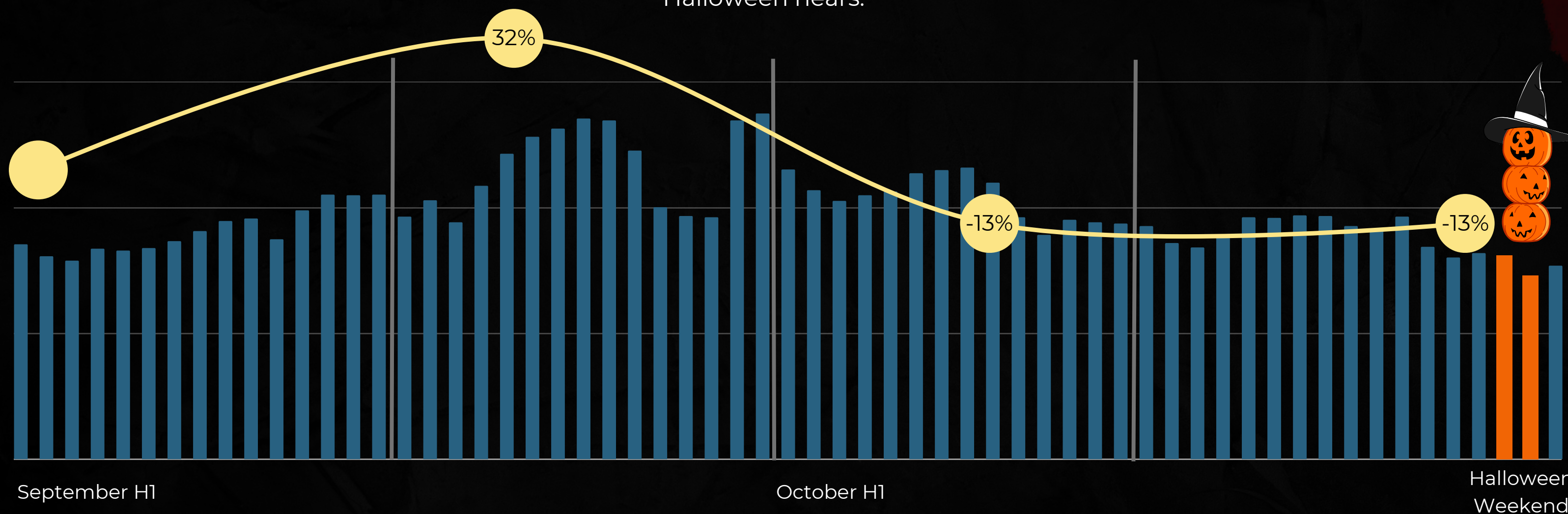


INSTAGRAM

Instagram campaigns leveraging to impressions

Instagram, a visual haven for brands and creators, showcases distinct patterns in attracting consumer attention. September 2022 began with relatively stable CPM rates, but as the month unfolded, there was a marked uptrend, culminating in a peak by its close.

This rising trend indicates a growing demand for ad space as brands intensify their Halloween campaigns to engage early shoppers. Front-loading these campaigns might result in reduced ad space competition as Halloween nears.

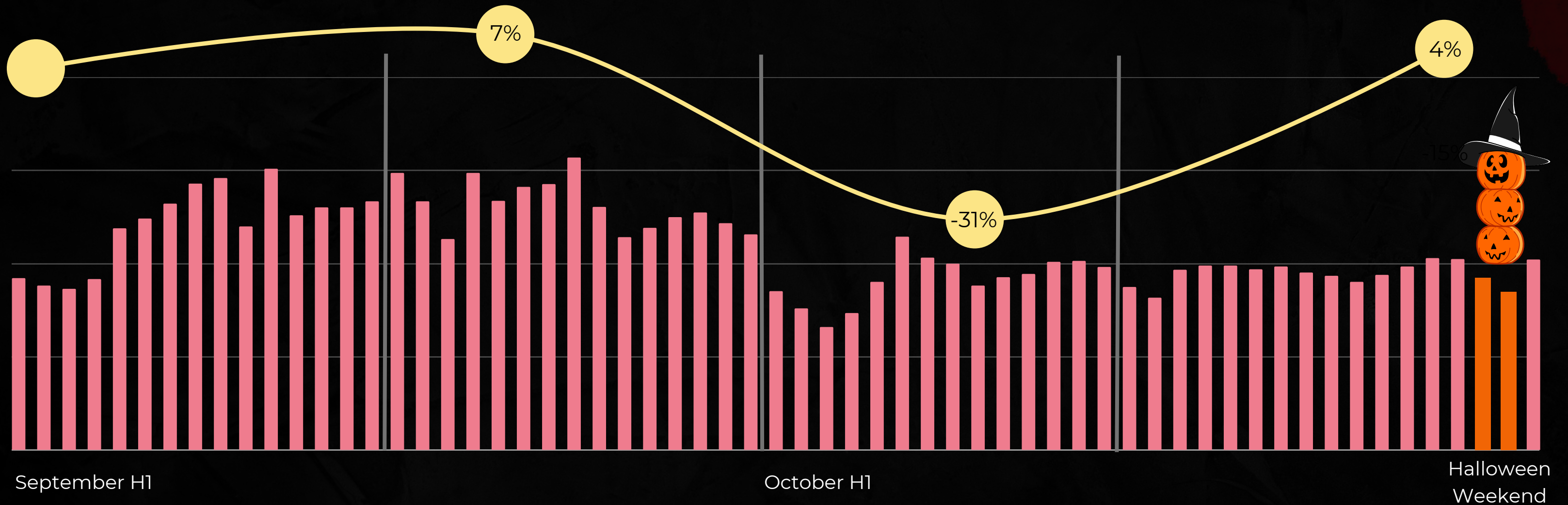


YOUTUBE

YouTube Bumper Ads Campaigns

At the beginning of September 2022, YouTube's CPM for Bumper ad campaigns remained reasonably steady. However, as the month progressed, a noticeable uptick peaked around mid-September. This surge occurred as brands vied for top placements to create a buzz leading up to Halloween.

There was a dip in the first half of October, but CPM gradually increased as we approached the final weekend of October, reflecting the demand from late Halloween shoppers.



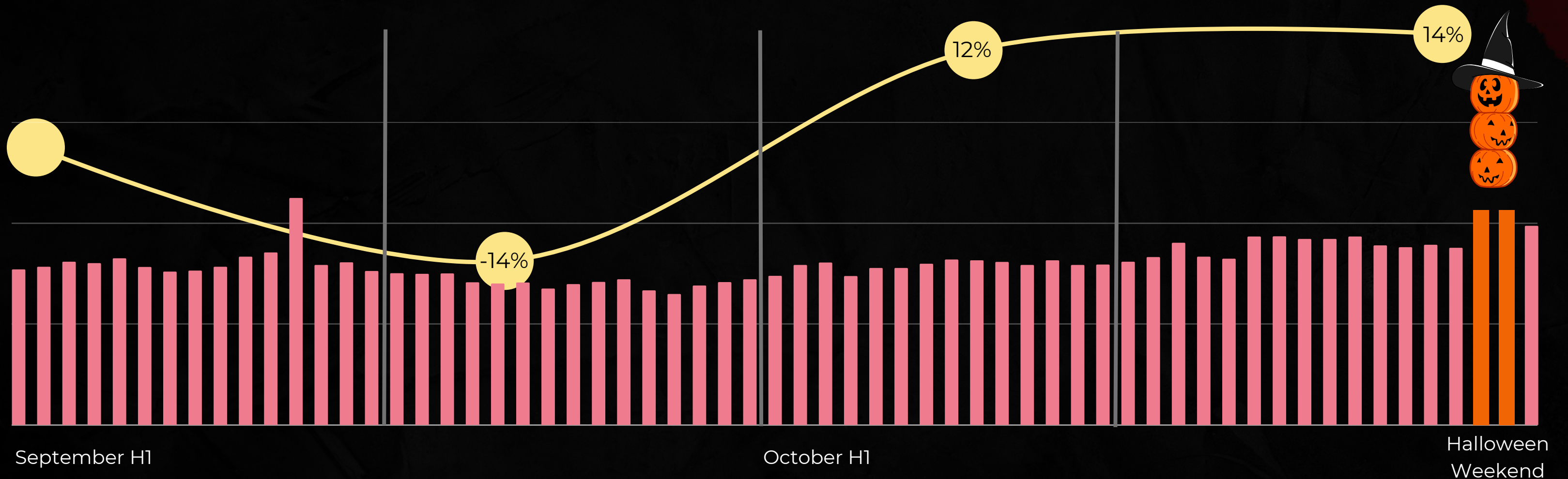
Source: CampaignLab, Strike Social, 2022 YouTube Impressions Campaigns

YOUTUBE

YouTube TrueView Instream Non-Skippable campaigns

During the first half of September, YouTube's TrueView Instream Non-Skippable ad campaigns exhibited stable ad costs, similar to other campaign types. However, as September transitioned into October, a month closely associated with Halloween festivities, the CPM displayed a consistent upward trajectory.

For greater cost efficiency, YouTube will continue to maximize new placements, such as short ads and connected TV placements. Halloween-themed ad inventories are expected to appear on various screen sizes as we inch closer to the celebration.



Source: CampaignLab, Strike Social, 2022 YouTube Impressions Campaigns

GEAR UP FOR HALLOWEEN

TIKTOK

TikTok has officially launched TikTok Shop in the US, a new feature allowing users to discover and purchase products directly through videos and LIVE streams on their For You feeds. The move capitalizes on community-driven trends like #TikTokMadeMeBuyIt. The platform offers tools such as in-feed video shopping, product showcases on brand profiles, an affiliate program for creators, and TikTok Shop Ads.

FACEBOOK

Facebook is introducing new advertising AI-powered tools in time for the holiday season. These tools include bid multipliers and budget scheduling, allowing advertisers more control over their campaigns and expanding tools that facilitate purchases on Facebook and Instagram. With budget scheduling, advertisers can maximize promotional and sales opportunities by adjusting their daily budget for specific times, without manual intervention, reverting back to the initial budget after the promotional period.

YOUTUBE

YouTube has enhanced its creative solutions with AI-powered tools, offering advertisers advanced features and formats to improve campaign performance. The AI detects and guides the utilization of best practices within a video, such as prominent brand logo display in the first five seconds, optimal video duration, voiceover inclusion, and appropriate aspect ratios. Aligning this with 2023 Halloween trends, brands and advertisers can leverage these AI-powered solutions to create impactful, diversified, and optimized campaigns to capture consumer attention effectively.

CONCLUSION

Last year's data from platforms like Facebook, Instagram, and YouTube showcased a distinct pattern in advertising costs – initial stability in September followed by a surge as October approached, hinting at marketers' strategies to capitalize on early Halloween planning. This was further corroborated by age group trends, with Gen Z and Millennials being responsive to these early campaigns.

In 2023, these patterns are not just repeating but evolving. With the upcoming new tools and features across platforms, there's a clear move towards more personalized, AI-driven advertising. TikTok's exploring shoppable content, Facebook's AI-powered scheduling and budgeting tools, and YouTube's emphasis on more contextual and creative, AI-enhanced ad placements signify a shift towards immersive, integrated browsing and shopping experiences. These updates, designed to cater to the consumer's desire for a seamless purchase journey, are likely to amplify further the Halloween social media advertising trends observed last year.

Brands leveraging these new tools while staying mindful of 2022's insights are poised to have successful and engaging Halloween paid social campaigns in 2023.



Interested in collaborating on content and data with us?

SIGN-UP NOW



LINKEDIN
EMAIL
WEBSITE



Strike Social is a global advertising company that leverages automation and data-driven solutions to optimize advertising campaigns across various social media platforms, including YouTube, Instagram, Facebook, TikTok, LinkedIn, Twitter, Snapchat, and other paid social platforms.

With offices across Asia, Europe, and the Americas, we provide businesses and brands with the expertise and technology 24/7 needed for successful campaign management and optimization.