

# Halloween Like We've Never Seen

The Halloween & Costume Association is launching a national campaign to encourage the celebration of Halloween while ensuring a safe, fun and memorable experience for all

## Halloween 2020

### Make it Safe & Keep it Spooky!

We've never seen a year like 2020. We knew this Halloween would be historic — a convergence of a full moon, a blue moon, daylight savings time and Saturday celebrations — but with the unprecedented events of this year, Halloween 2020 will truly be one to remember. This year, almost everything in our world has changed ... but not our love for the fun, fright, and delight of Halloween. So we're unleashing our Halloween inspiration — to celebrate the season in safe, spooky, unexpected ways.

## Flashback

### Past Campaigns

- We crowned Heidi Klum the Queen of Halloween!
- Sony Films partnership with Goosebumps II
- Featured in 300+ media outlets in 2019
- 156k change.org signatures supporting our campaign
- Snickers organically supported us awarding 1 million Snickers

**Research:** Extensive national public opinion polls and message testing indicate that consumers are looking for permission to celebrate and for creative ways to do it

## Strategy

### Tricks in our Bag of Treats

- We are working with the CDC to develop CDC-approved trick-or-treat guidelines and have created a Halloween Safe House program to establish best practices on Halloween
- Halloween2020.org will host a color-coded map developed by a highly reputable 3<sup>rd</sup> party detailing risk level by county, offering up celebration recommendations, ideas and alternatives for each level
- A variety of national contests will engage consumers and provide merchandise exposure for brands
- We have several BIG ideas in mind, but the frontrunner is a live streaming event called MASKeraid to raise money for Covid-19 aid with the help of celebrities
- Extensive media outreach as well as grassroots and paid campaigns

**Join the Alliance:** We are partnering with national associations, reputable brands and like-minded organizations to ensure a safe and successful Halloween for all.

[Connect with us now](#) to get email updates, receive virtual collateral, contribute merchandise, spread the message and help us create a Halloween Like We've Never Seen