

**SHOWHEROES**

**HALLOWEEN 2022**

**AD PACKAGE**

**SHOWHEROES**

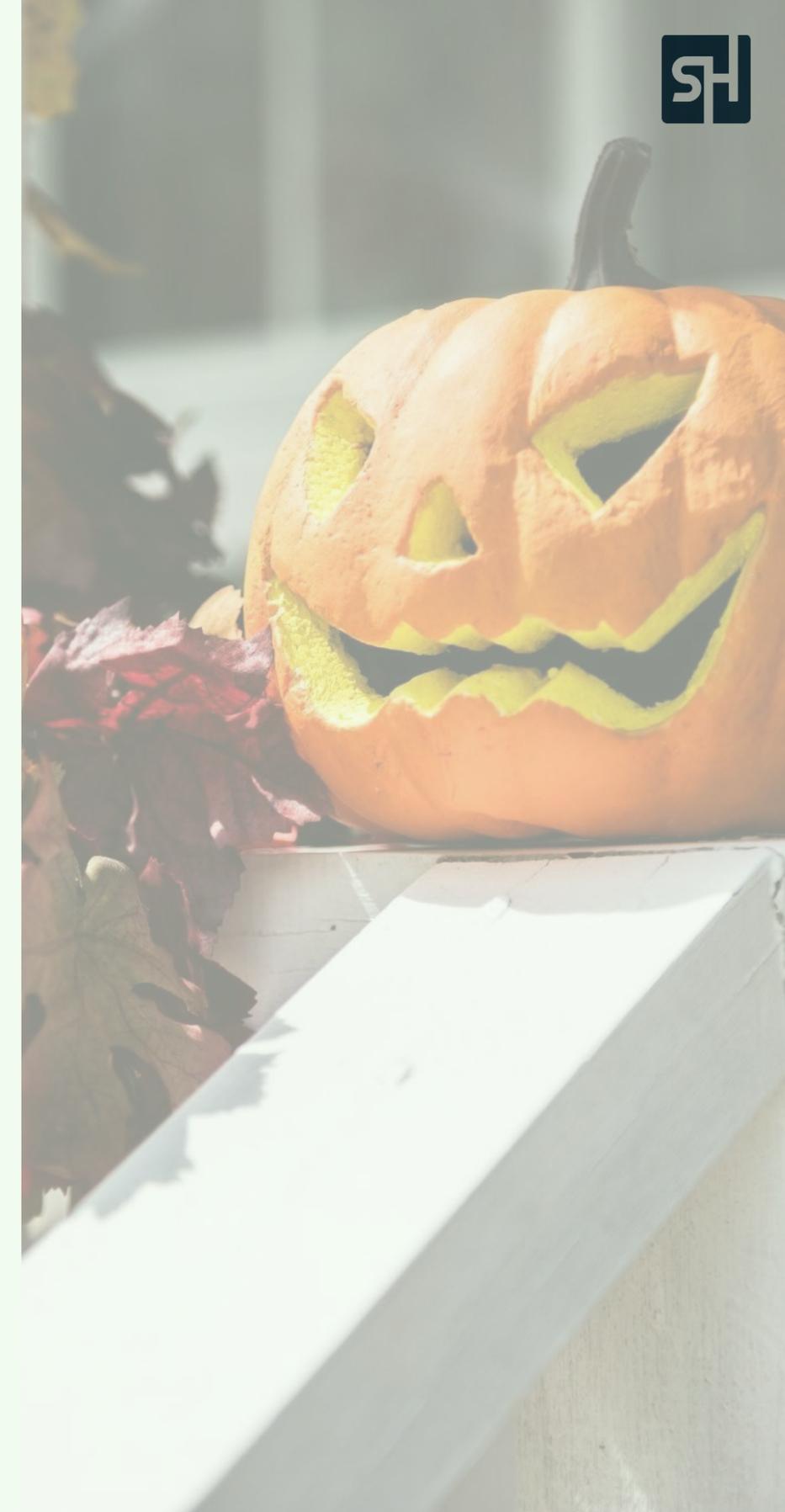


# TRICK OR TREAT!

No tricks, just treats! Prepare for a scare... but not in your Halloween strategy. Halloween has become for most of us the prelude to the festivities that we link to the end of the year and the beginning of the most important campaigns. In 2023 in the UK, retail spending on Halloween products is expected to reach 777 million pounds, a [13%](#) increase over the previous year.

## **You look like you've seen a ghost! Are you sure you have finished planning?**

At ShowHeroes we fear nothing more than ads that are placed out of context and irrelevant for the user. Hence, we can help you to lean back and place your ads in a brand safe and contextually relevant environment





SHOWHEROES HALLOWEEN 2022

**OLV**

# THE SEMANTIC ENGINE

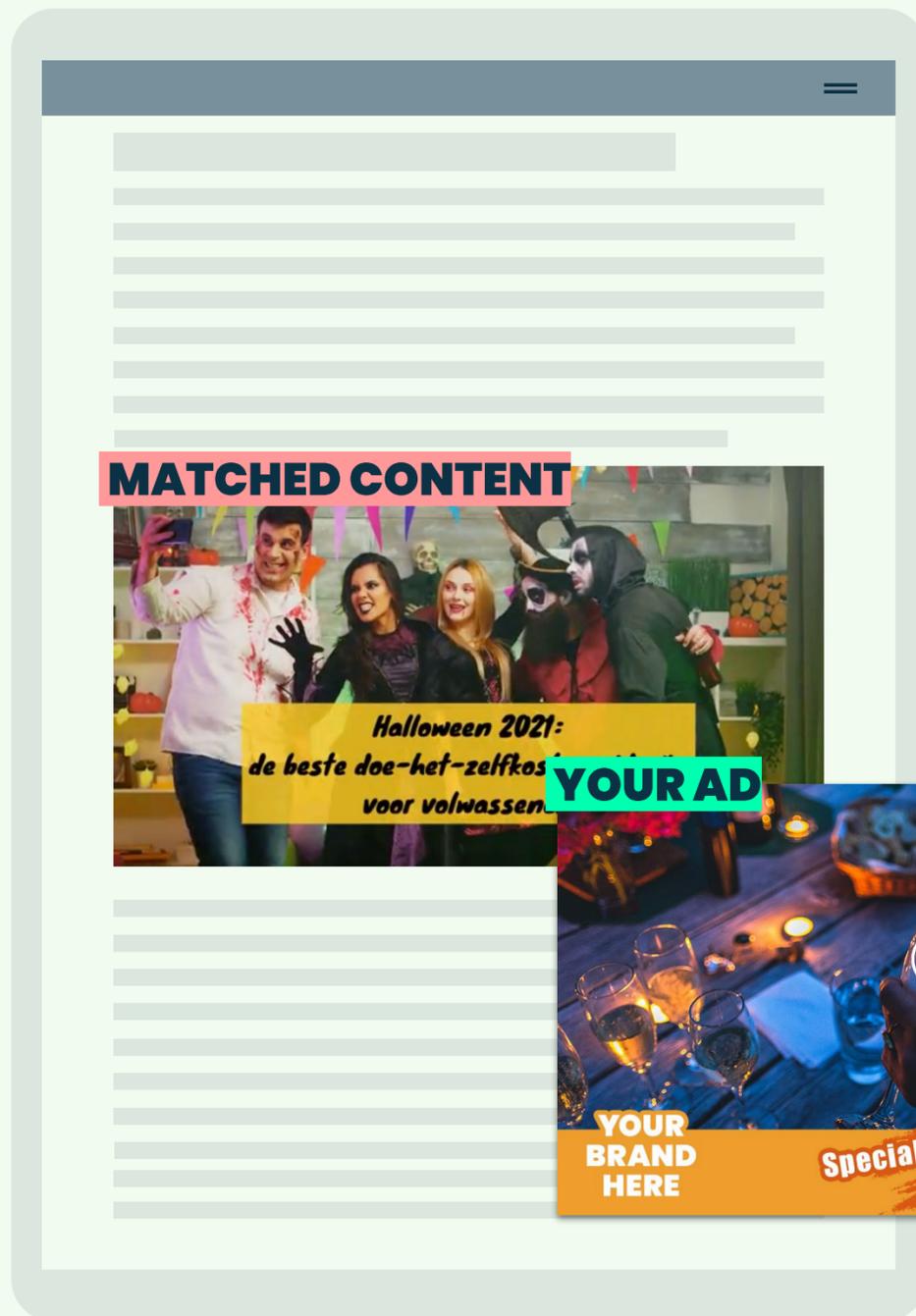
MATCHES YOUR CONTENT AND ACHIEVES YOUR GOALS

## Scans inventory for:

- URL
- Keywords and other metadata
- Articles
- EPG data (CTV data only)

## Analyzes content

- Important keywords
- IAB categories
- Semantic concepts a.k.a. the context
- Sentiment/brand safety (overall / campaign based)



ShowHeroes own library of **150K+** professionally produced relevant content clips

## ShowHeroes AdHero

Identifies and delivers matching ads from direct & programmatic demand sources



# 73%

of consumers find it more appealing when an ad is related to the content of an article

**IAS** Integral Ad Science

Read the Study [here](#)

# CONTENT VIDEO EXAMPLES

Discover all our Halloween-themed video content produced in-house in more than 7 languages.

Unique costumes, mouth-watering recipes, thematic movies and much more.



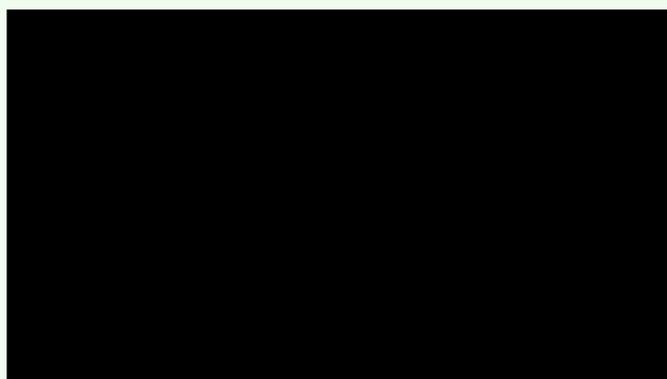
**DUTCH**



**GERMAN**



**SPANISH**



**ENGLISH**



**FRENCH**



**ITALIAN**





SHOWHEROES HALLOWEEN 2022

**REACH**

AMPLIFY YOUR CUSTOMER WITH US

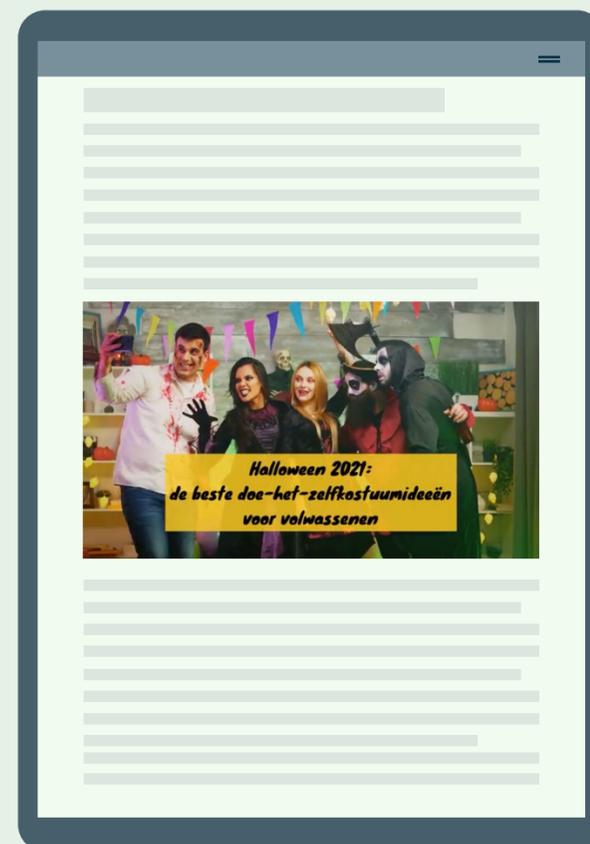
# SHOWHEROES HALLOWEEN 2022

## REACH PACKAGE:

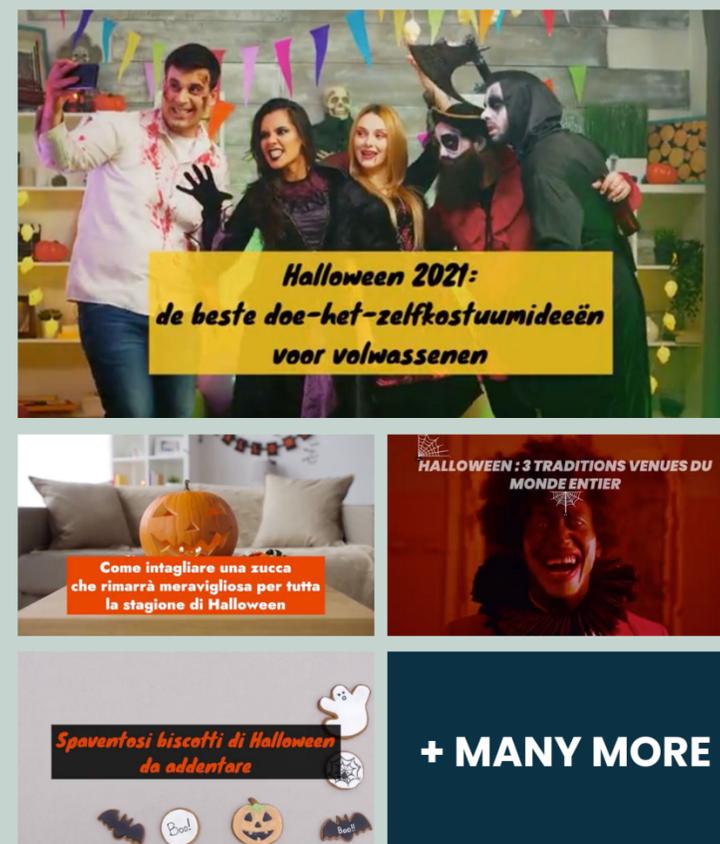
### PUBLISHERS



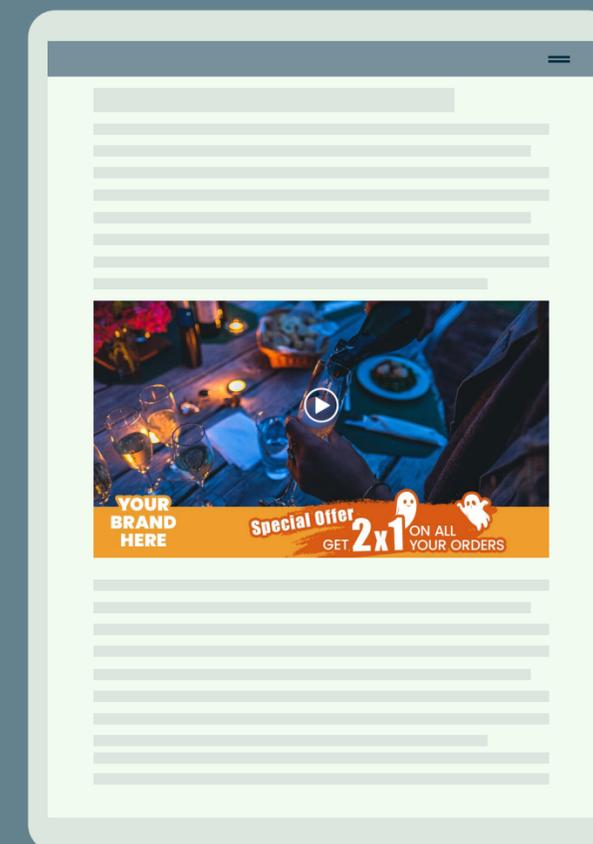
### SEMANTIC HERO -> ARTICLES



### MATCHED CONTENT



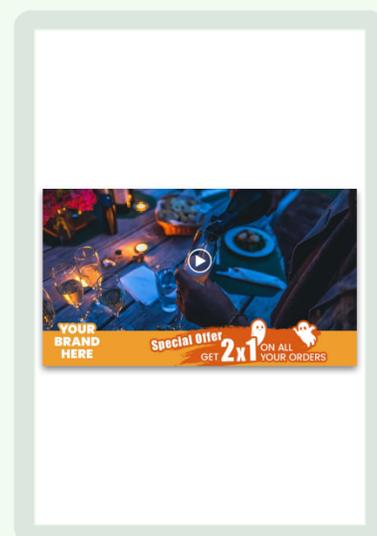
### YOUR AD IN THE PERFECT ENVIRONMENT



# IT'S PARTY TIME

Interactive format focused on:

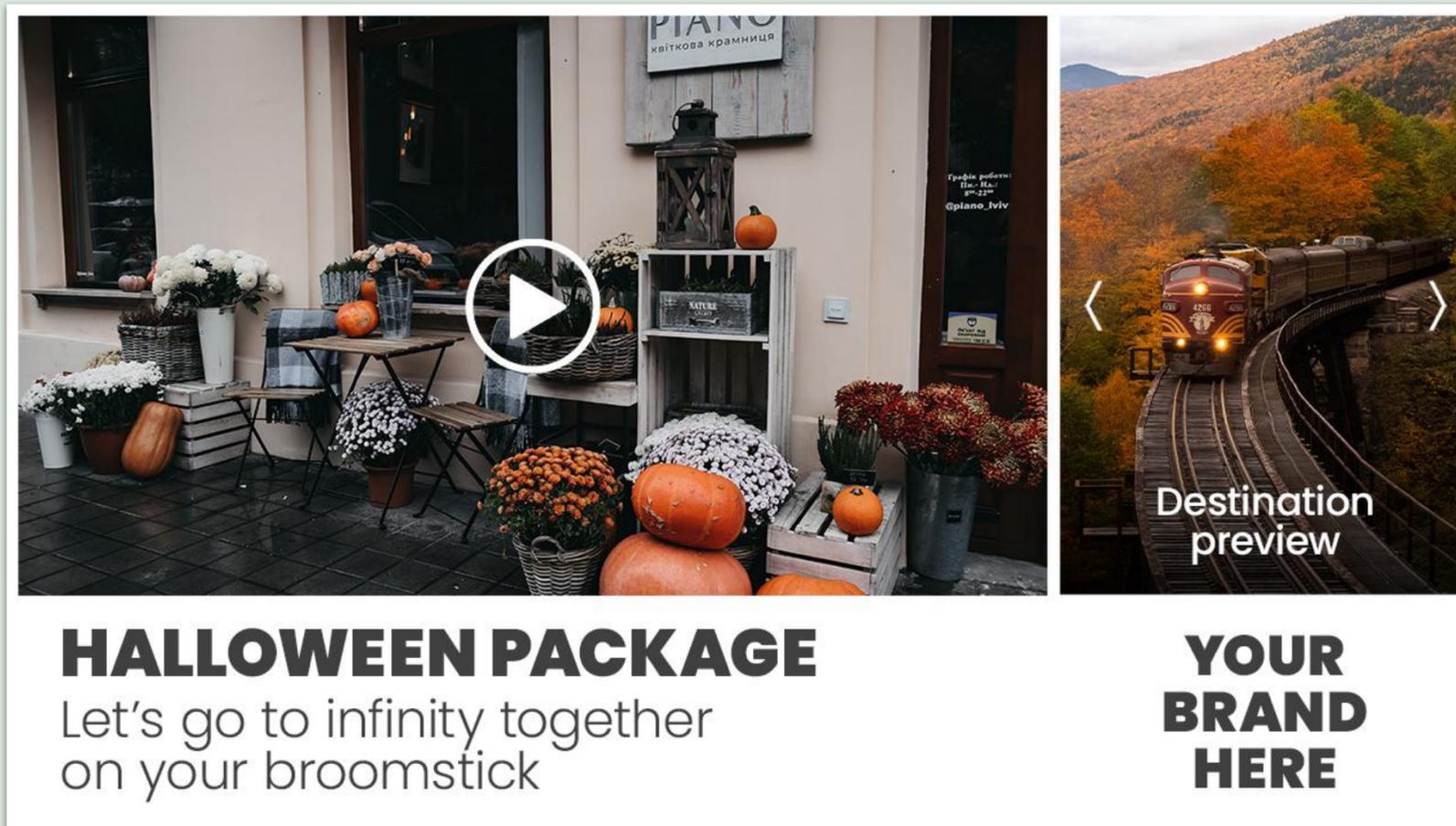
- ❑ Two-for-one promotions
- ❑ Home deliveries with CTAs
- ❑ Find nearest store location
- ❑ Download promotional coupons



# TRAVEL OFFER

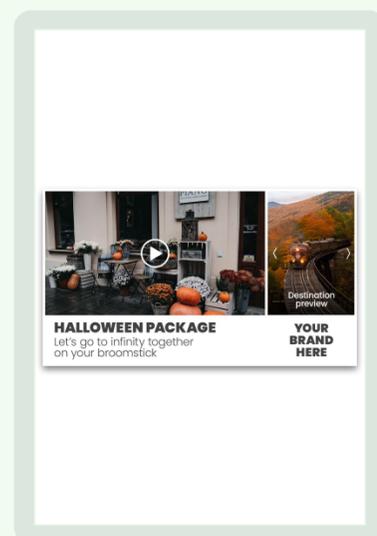
Halloween is this fall's busiest [check-in day for hotels](#) and [53.57%](#) of people said they planned on traveling for Halloween.

Here a branded player focused on the entertainment and travel sector to promote offers and packages adapted to the dates around Halloween.



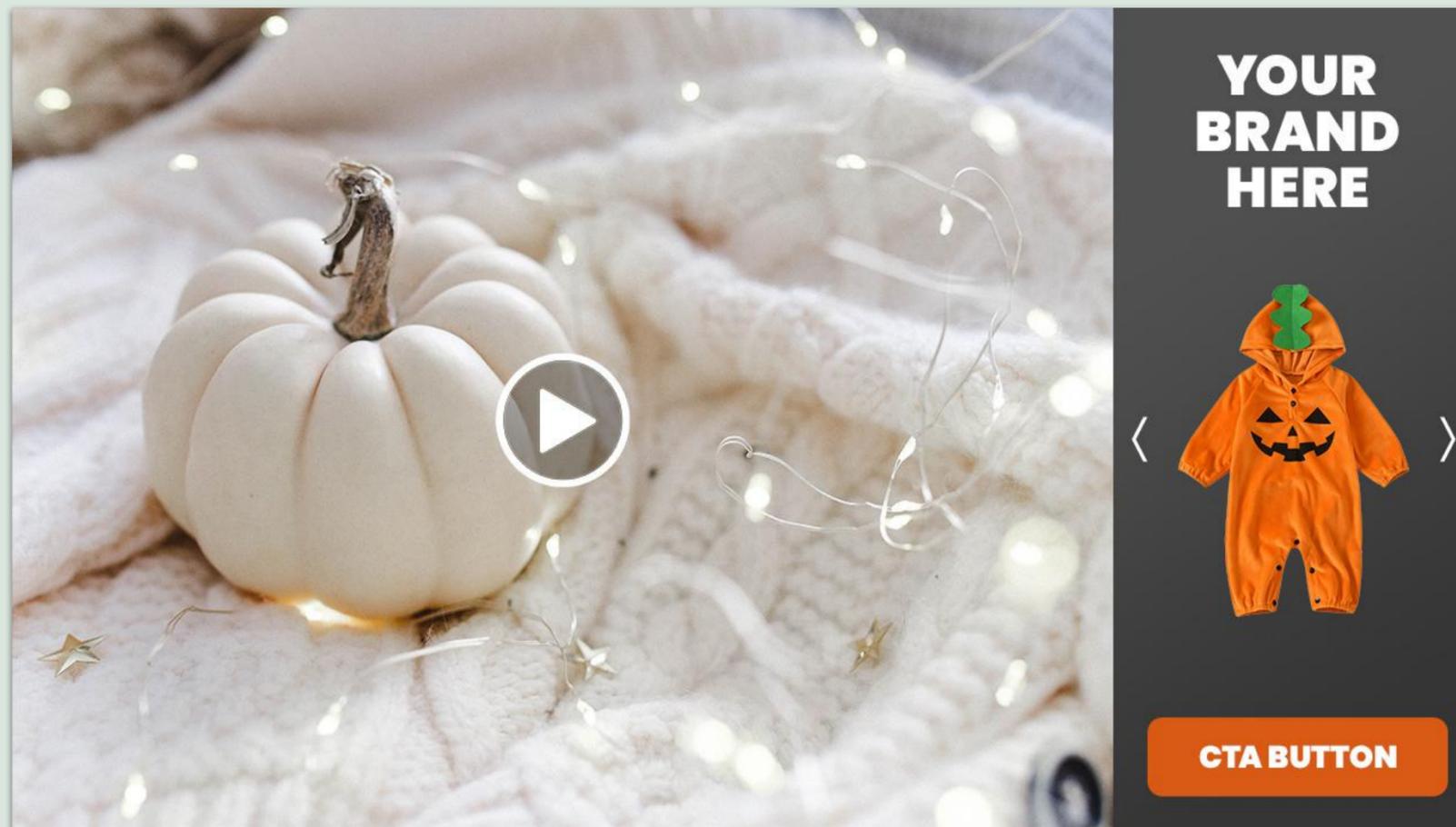
**HALLOWEEN PACKAGE**  
Let's go to infinity together  
on your broomstick

**YOUR  
BRAND  
HERE**



# GET DRESSED

Interactive format “Add to shopping bag” focused on a product carousel giving the option to customize each one of them as well as its landing page to identify the target's preferences.



# MOVIE PREMIER

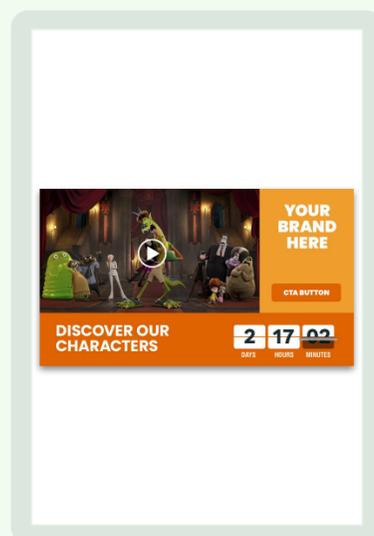
The pole position for film and television releases begins in the fall after the low months of spring and summer. It's time to work on the most creative planning and formats like our branded player with the option to add a counter and schedule it in the calendar.

**YOUR BRAND HERE**

**CTA BUTTON**

**DISCOVER OUR CHARACTERS**

**2** DAYS | **17** HOURS | **02** MINUTES



SHOWHEROES HALLOWEEN 2022

**ENGAGE**

CALL TO ACTION FOR YOUR BRAND

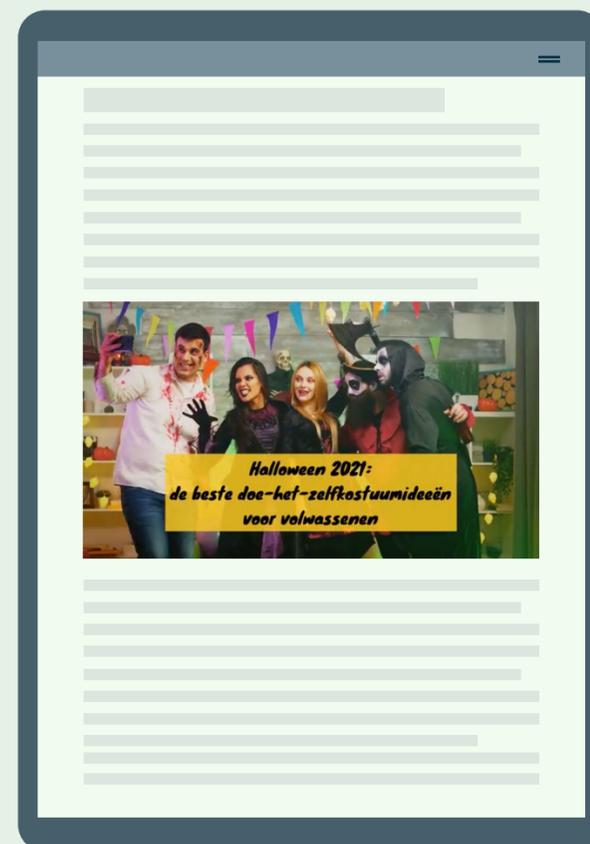
# SHOWHEROES HALLOWEEN 2022

## ENGAGE PACKAGE:

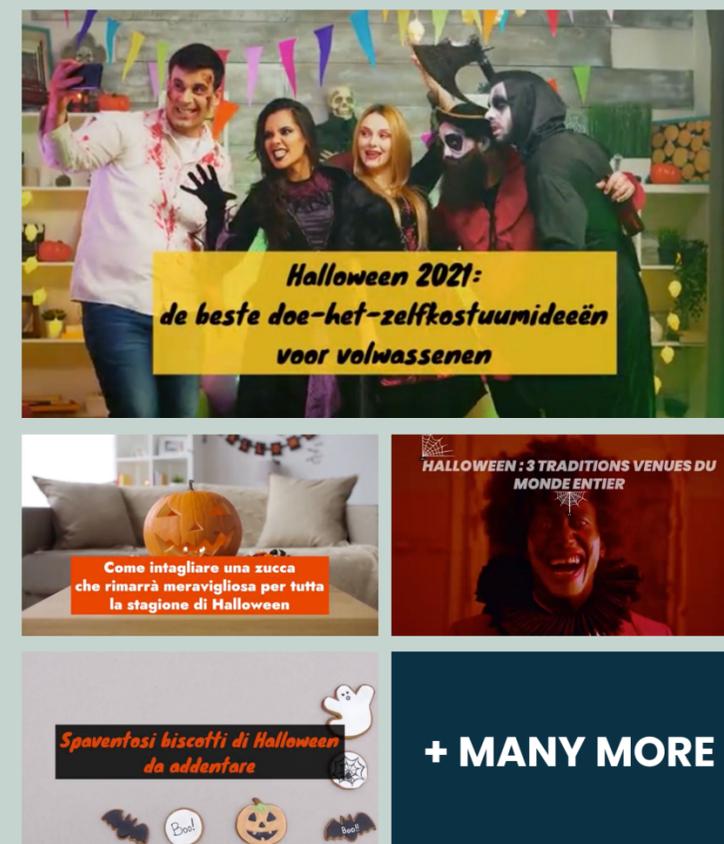
### PUBLISHERS



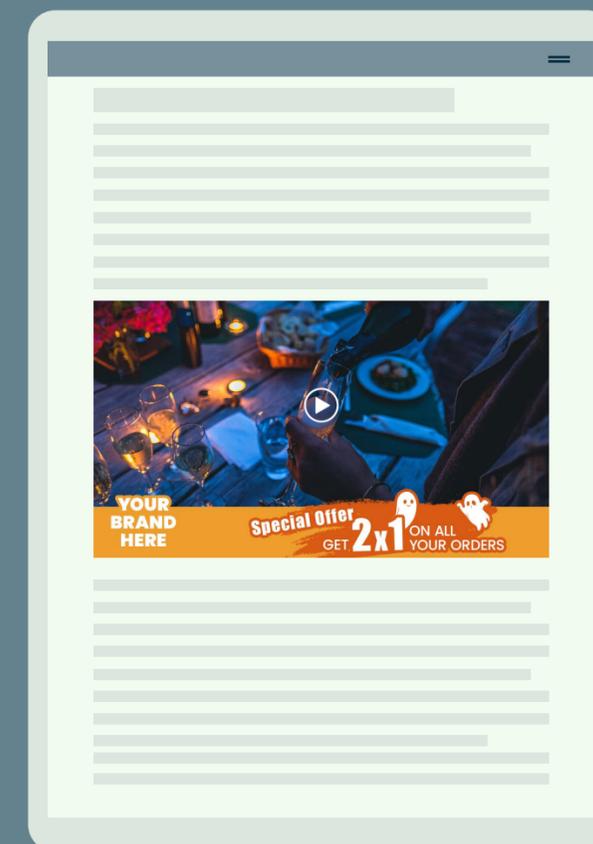
### SEMANTIC HERO -> ARTICLES



### MATCHED CONTENT

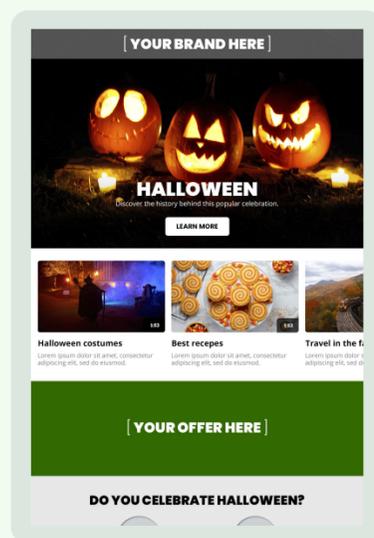


### YOUR AD IN THE PERFECT ENVIRONMENT



# MICROSITE

Customized landing page with branded content and several interactions for users with elements related to the Halloween theme and the advertiser.



[ YOUR BRAND HERE ]

## HALLOWEEN

Discover the history behind this popular celebration.

LEARN MORE



### Halloween costumes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



### Best recipes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



### Travel in the fall

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

[ YOUR OFFER HERE ]

## DO YOU CELEBRATE HALLOWEEN?





SHOWHEROES HALLOWEEN 2022

**CTV**

# MOVIE PREMIER

In 2021, searches for funny Halloween movies grew [300%](#) in Brazil.

A great option for CTV would be our branded player with QR code to access the official website of the movie or series, purchase tickets and many more options.



**YOUR BRAND HERE**

**DISCOVER OUR CHARACTERS**

**2** DAYS **17** HOURS **02** MINUTES

# RAFFLE MONTH

Branded Player with QR code to participate in the raffle of different brands and products through a registration.



# DIY AT HOME

Buyers gather their Halloween inspiration to decorate their home or make holiday-appropriate foods: [36%](#) of them find inspiration online.

Our branded player with a QR code can be a good option to provide recipes or ideas that can be easily and simply prepared at home.



**SHOWHEROES HALLOWEEN 2022  
PACKAGES**

# SHOWHEROES HALLOWEEN **PACKAGES**

Campaign period **October 01st – October 31st.**

Minimum investment € 15 000

## **MEDIA PACKAGE**

### **REACH**

- Halloween matched content
- Halloween Semantic Targeting
- Additional creative Layer

#### **PACKAGE 1**

> 30K = 1 million views guaranteed

#### **PACKAGE 2**

> 75K = 3 million views guaranteed

## **PREMIUM PACKAGE**

### **ENGAGE**

- **Halloween matched content**
- **Halloween Semantic Targeting**
- **Additional creative Layer**
- **Sponsor Micropage**

#### **PACKAGE 1**

> **52,5K = 1,5 million views guaranteed**

#### **PACKAGE 2**

> **90K = 3 million views guaranteed**

# CTV **PACKAGES**

Campaign period **October 01st – October 31st.**

Minimum investment € 12 500

## **SEMANTIC HERO CTV**

### **HALLOWEEN CTV**

CTV campaign with Semantic Hero technology with sports targeting.

#### **PACKAGE 1**

CPM 25€

500 000 imps

€ 12 500

#### **PACKAGE 2**

CPM 23€

1 000 000 imps

€ 23 000

## **BRANDED PLAYER CTV**

### **HALLOWEEN BRANDED PLAYER PACKAGE 1**

Branded Player format for CTV environment.

CPM 30€

1 000 000 imps

€ 30 000

## **BRANDED PLAYER CTV**

### **HALLOWEEN BRANDED PLAYER PACKAGE 2**

Branded Player format for CTV environment.

CPM 28€

1 000 000 imps

€ 56 000