

SHOWHEROES

HALLOWEEN 2023

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 2023

OLV

THE SEMANTIC ENGINE

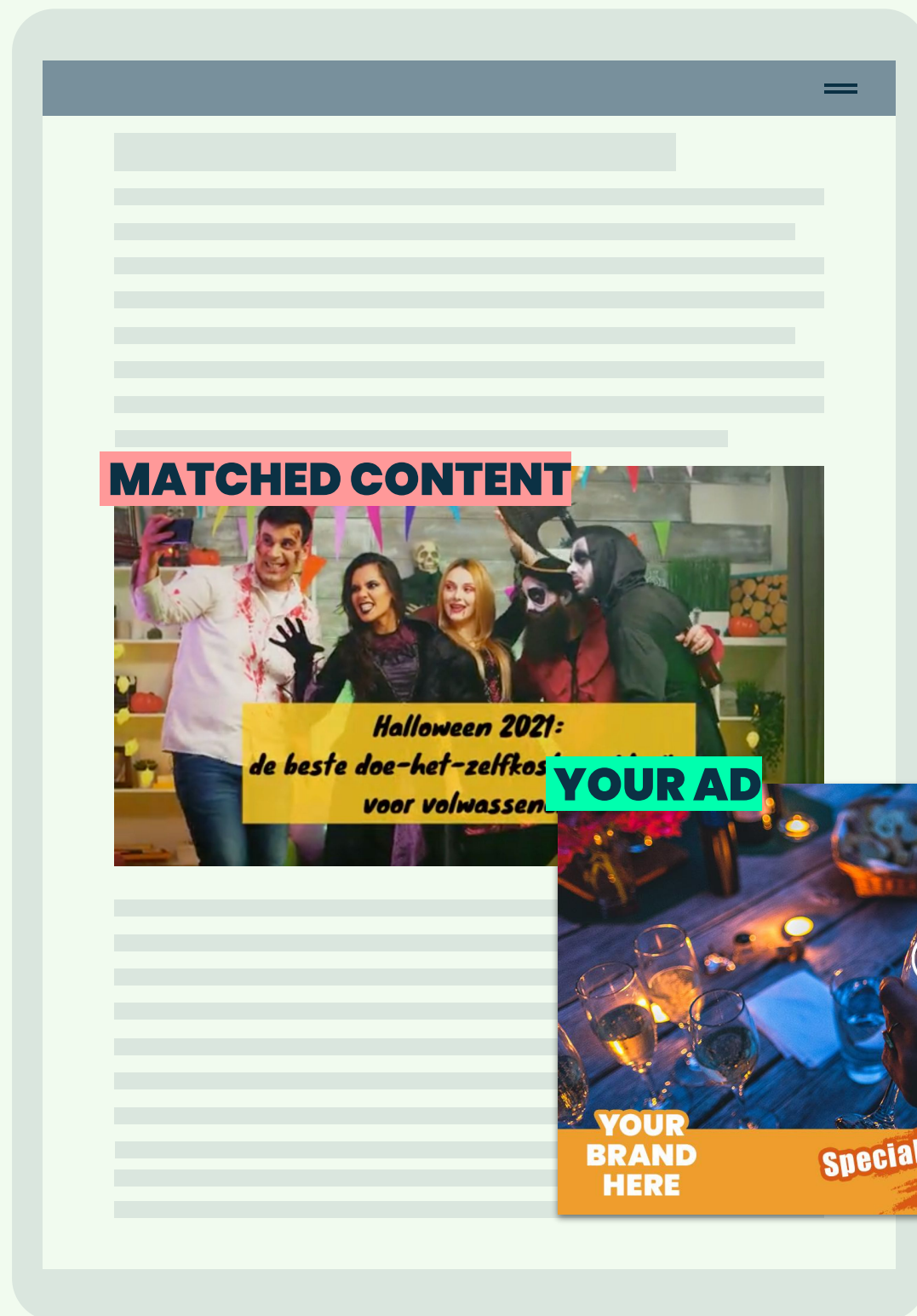
MATCHES YOUR CONTENT AND ACHIEVES YOUR GOALS

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 14 languages.

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



DUTCH



GERMAN



SPANISH



ENGLISH



FRENCH



ITALIAN





SHOWHEROES HALLOWEEN 2023

REACH

AMPLIFY YOUR CUSTOMER WITH US

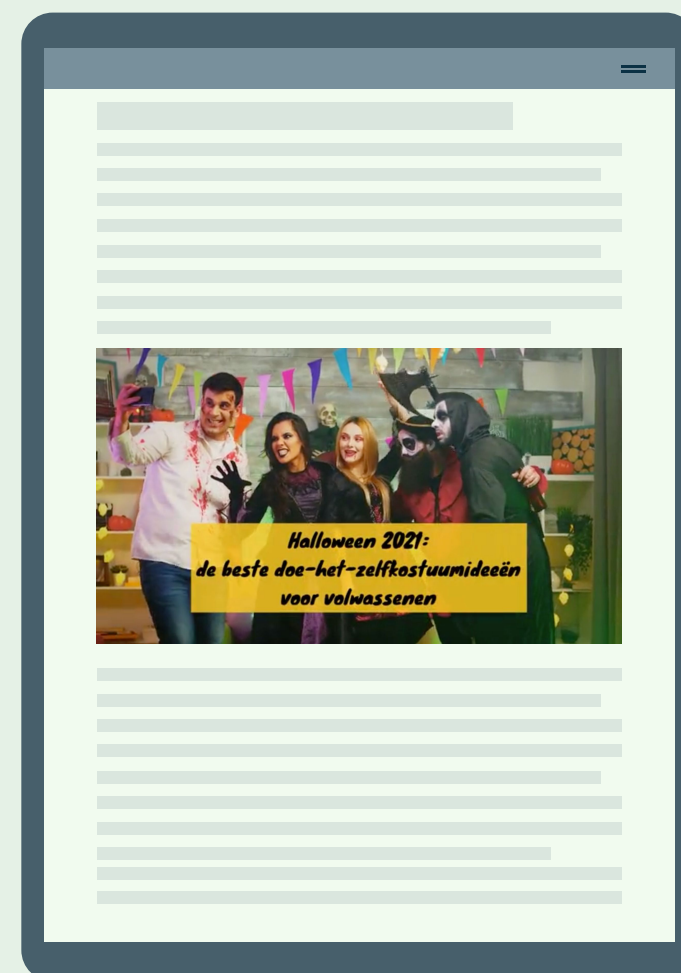
SHOWHEROES HALLOWEEN 2023

REACH PACKAGE:

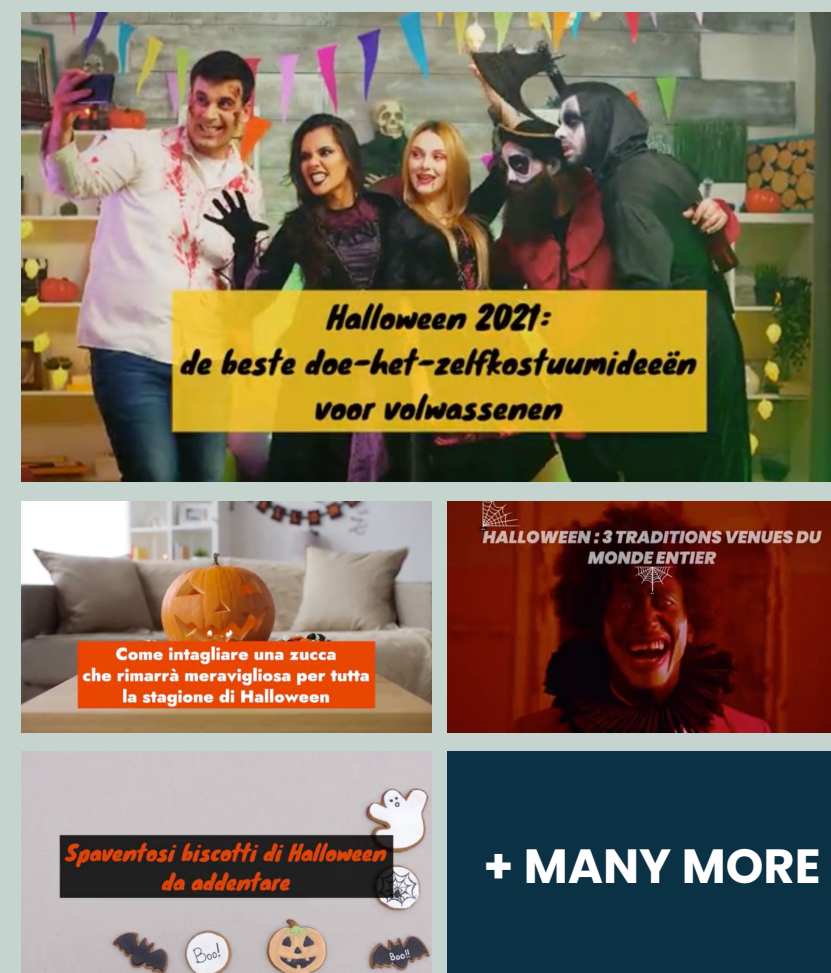
PUBLISHERS



SEMANTIC HERO -> ARTICLES



MATCHED CONTENT



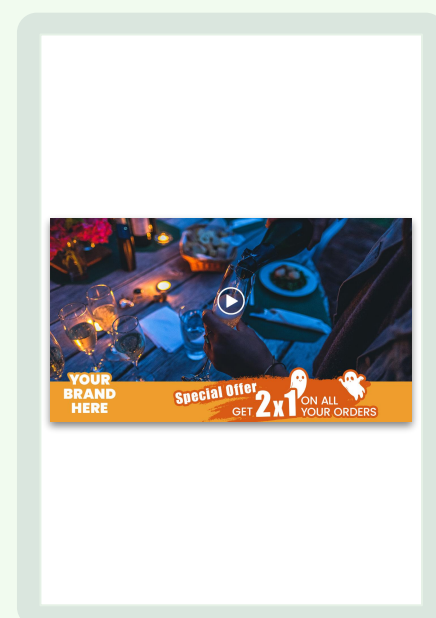
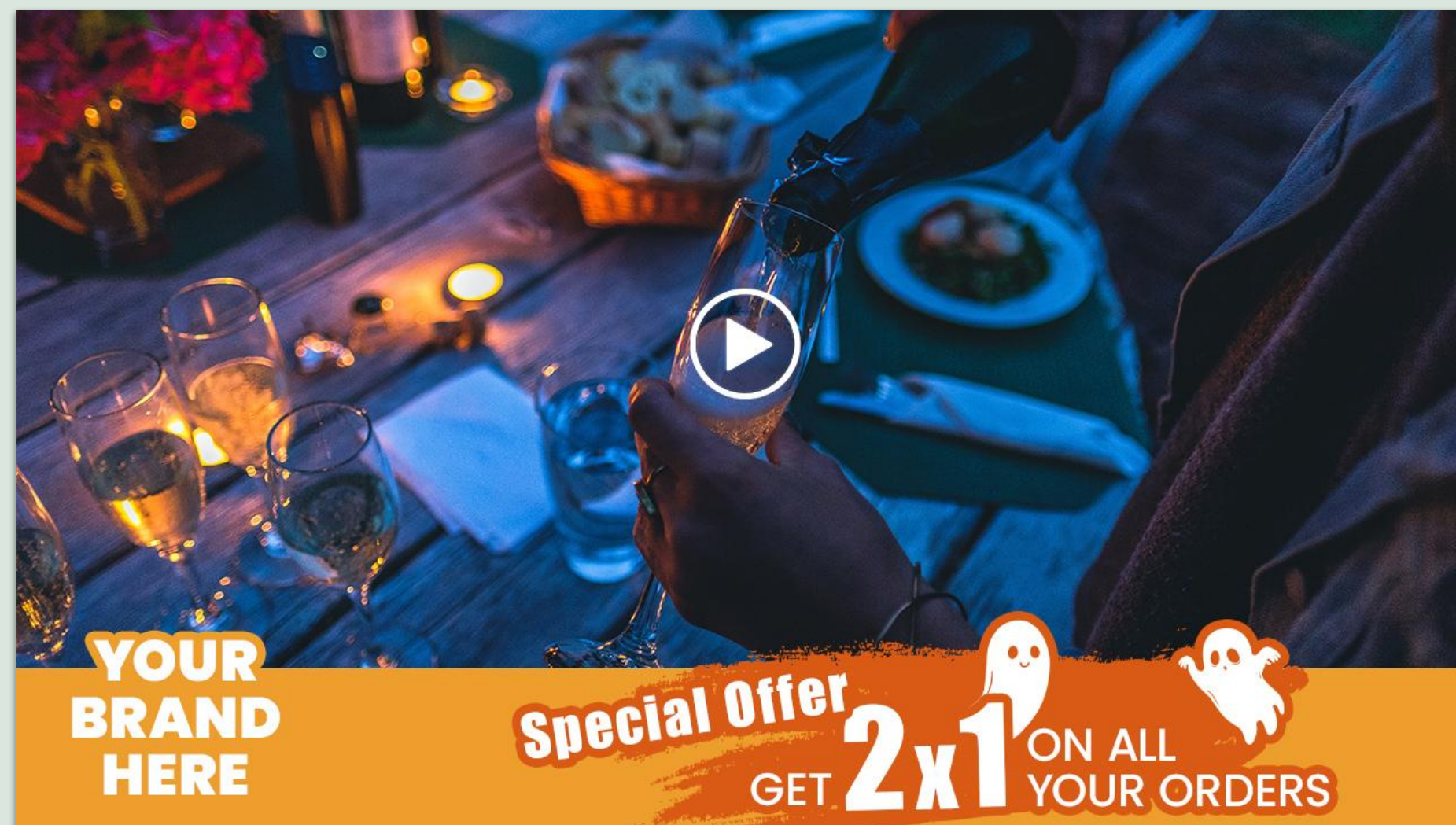
YOUR AD IN THE PERFECT ENVIRONMENT



IT'S PARTY TIME

Interactive format focused on:

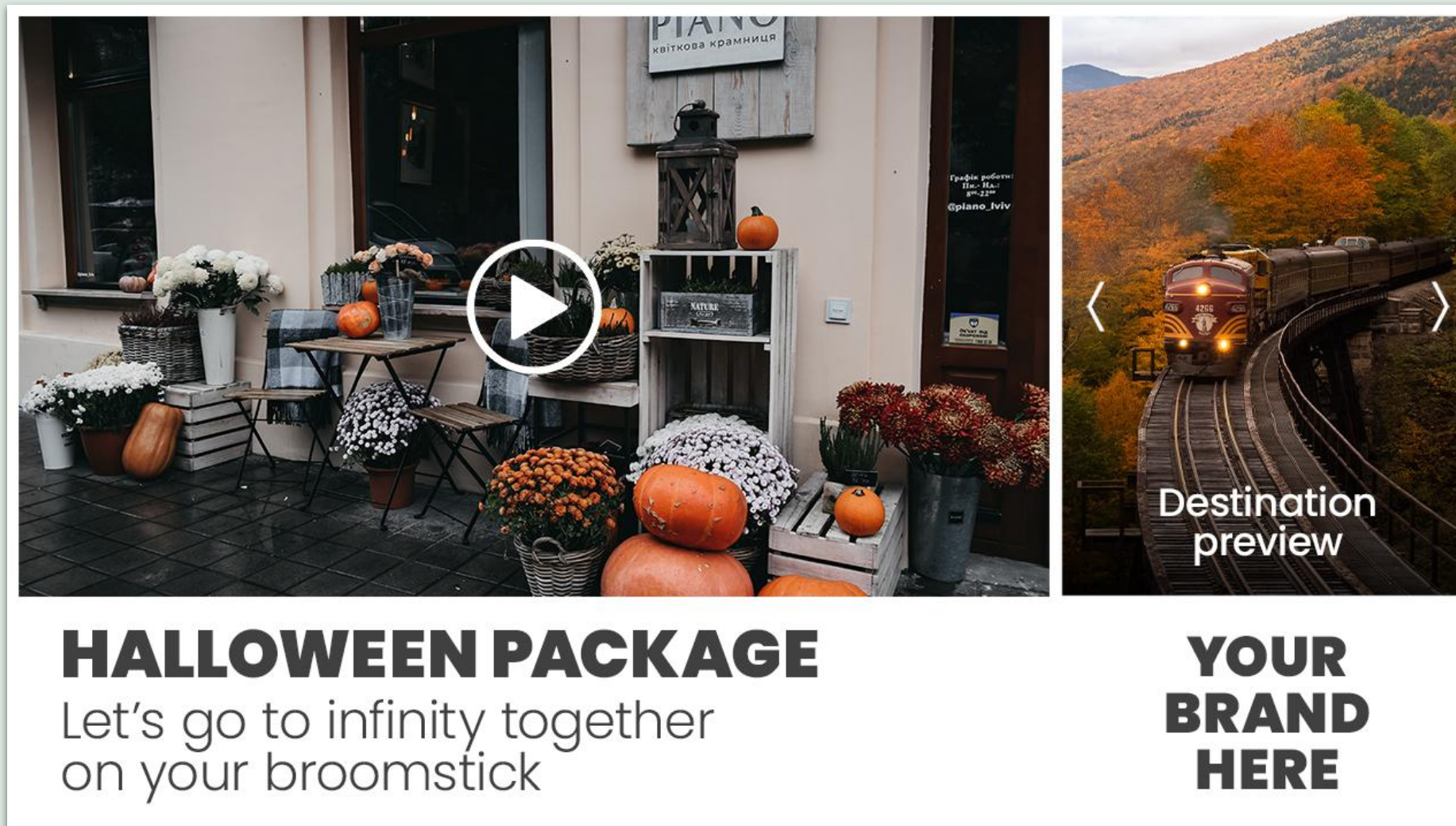
- ❑ Two-for-one promotions
- ❑ Home deliveries with CTAs
- ❑ Find nearest store location
- ❑ Download promotional coupons



TRAVEL OFFER

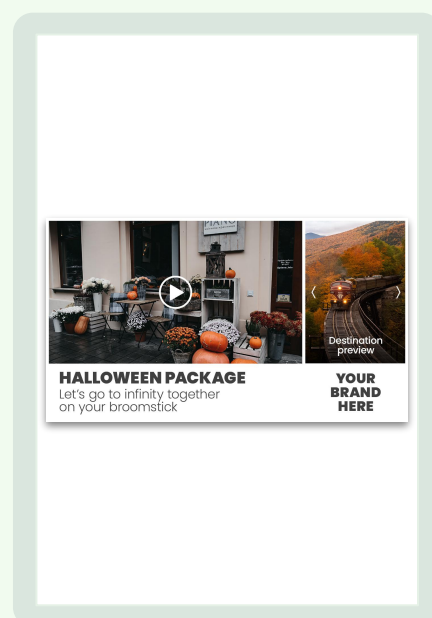
Halloween is this fall's busiest [check-in day for hotels](#) and [53.57%](#) of people said they planned on traveling for Halloween.

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



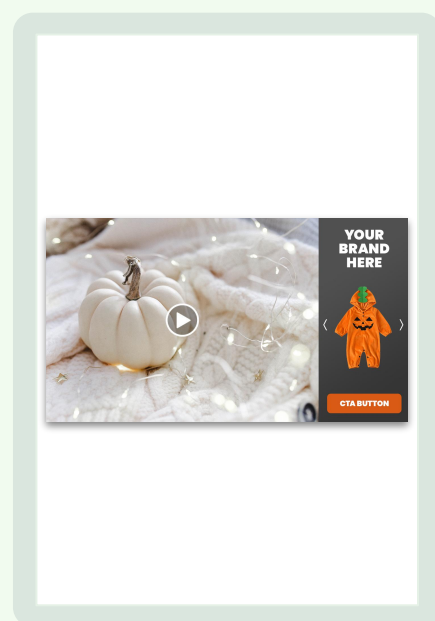
HALLOWEEN PACKAGE
Let's go to infinity together
on your broomstick

**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

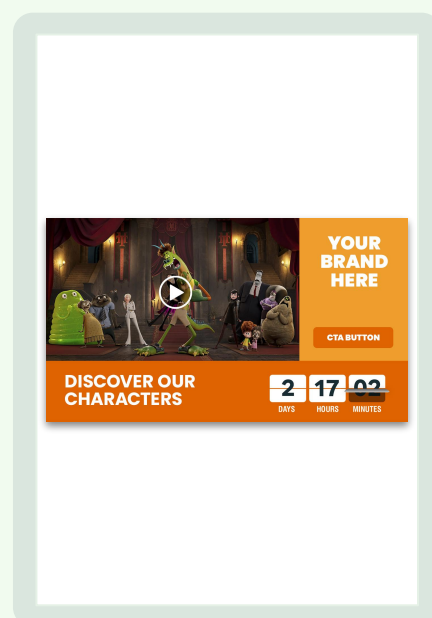
The pole position for film and television releases begins in the fall after the low months of spring and summer. It's time to work on the most creative planning and formats like our branded player with the option to add a counter and schedule it in the calendar.

YOUR BRAND HERE

CTA BUTTON

DISCOVER OUR CHARACTERS

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





SHOWHEROES HALLOWEEN 2023

ENGAGE

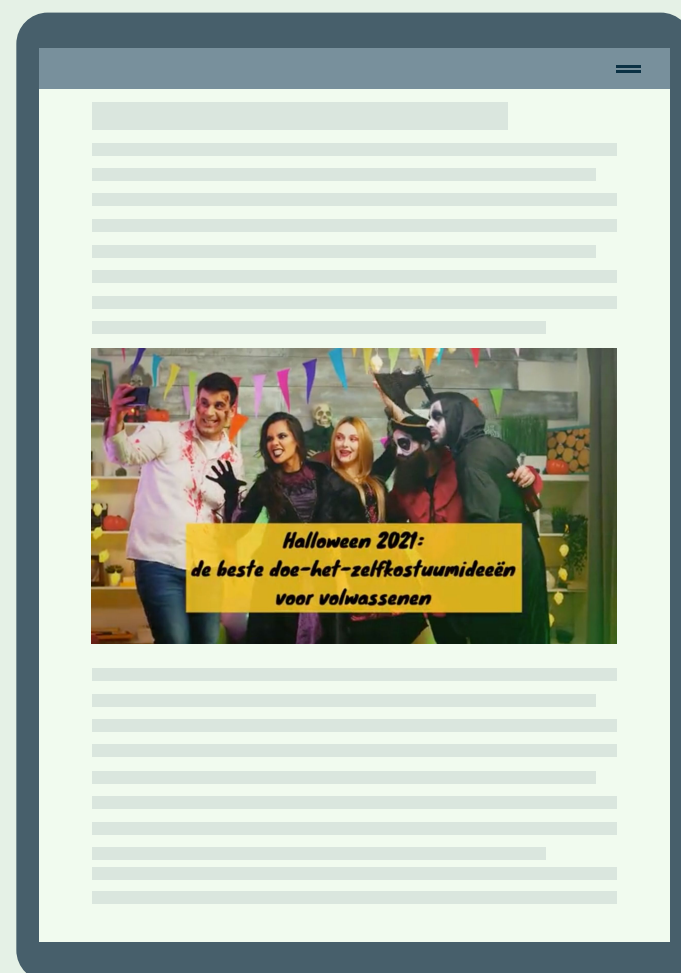
CALL TO ACTION FOR YOUR BRAND

SHOWHEROES HALLOWEEN 2023

REACH PACKAGE:

PUBLISHERS

SEMANTIC HERO -> ARTICLES



MATCHED CONTENT

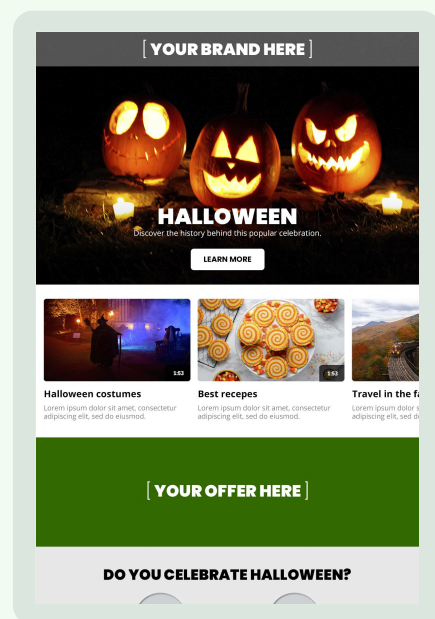


YOUR AD IN THE PERFECT ENVIRONMENT



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 2023

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

YOUR BRAND HERE

DISCOVER OUR CHARACTERS

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

RAFFLE MONTH

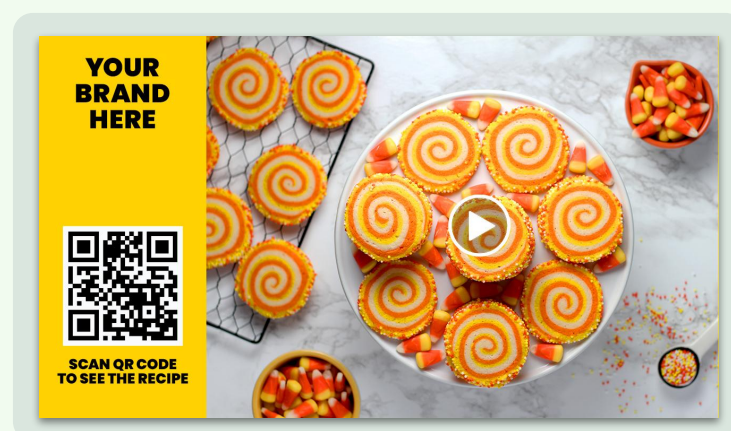
Branded Player with QR code to participate in the raffle of different brands and products through a registration.



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 2023
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