

**HALLOWEEN
IN THE CITY
21-31 OCT**



BE PART OF IT

PLENTY OF TRICKS. PLENTY MORE TREATS



MARK THE PASSING OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS ACROSS MANCHESTER. FEATURING: TRICKS AND TREATS, GIANT MONSTERS AND A HAUNTED MAZE, MASS DRESS UP, CANINE COSTUMES AND A GOTH CATWALK SHOW - PLUS EVENTS AND OFFERS FROM THE BIGGEST, BADDEST NAMES IN SHOPPING, FOOD AND DRINK.

[VISITMANCHESTER.COM/HALLOWEEN](https://www.visitmanchester.com/halloween)

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Welcome to Manchester M

HALLOWEEN AT A GLANCE



- Enormous growth market: 3rd biggest retail event after Christmas and Easter
- £450 million spent at Halloween in the UK in 2015
- Biggest party night after New Year's Eve

**FOOTFALL +20%
AT HALLOWEEN
IN THE CITY 2016**

HALLOWEEN IN THE CITY



- Inaugural city-wide festival and campaign launched by Manchester's Business Improvement District (Manchester BID) in 2016
- With BID weekend street entertainment, dressing and themed activities
- City-wide round-up of themed Manchester events through PR
- Supported by Visit Manchester, Manchester City Council, Metrolink, Capital FM, retailers, attractions, bars, restaurants and clubs
- Led to double digit footfall growth: +12% year on year, +20% on Market Street
- And double digit sales growth, +15% reported
- 79 press articles across national, regional, local secured = £737,000 AVE
- £160,000 value marketing campaign

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**HALLOWEEN
IN THE CITY**



2017 WHAT'S ON



21 – 31 October: Halloween in the City

- Shops, venues, attractions and bars celebrate Halloween

16 – 31 October

- Pumpkin lanterns dress the streets

26 – 31 October

- Iconic Manchester buildings glow green: Harvey Nichols, House of Fraser, Selfridges, Manchester Arndale, National Football Museum, Corn Exchange, Manchester Central and more

28 – 29 October: Halloweekend

- Exchange Square Capital FM Main Stage: DJs, family films, MMU Goth Catwalk, Costume Canine Catwalk, games and prizes
- The Big Dress Up: Manchester shoppers gather in their spookiest attire

HALLOWEEEKEND CONTINUED...



- Trick or Treat: knock on the giant doors for a scare or sweet surprise
- St Ann's Square Haunted Maze: follow the creepy characters into the heart of the hedge maze
- Monster Attacks! Inflatable installations by artist Filthy Luker. Watch out for the tentacles...
- The Travelling Carnival: follow the procession of skeletons and creatures of the night
- Market Street Face Painting pop-ups
- Big Fish Little Fish: a daytime rave for all the family
- Dress to Impress: Manchester retailers get in the spirit with themed windows, fancy dress and special events



HALLOWEEN in the city

LAYS





CULTURE NIGHT
FRIDAY
SEP 18TH

GOOD WORLD RESTAURANT

Road Runner
CYCLE TRACK

P ONE

Prime Retail
Opportunity
To Let
01 618 1300

RUST STONE

RUST STONE



2017 MARKETING AND PR CAMPAIGN



- Targeting ABC1 shoppers, residents and workers, with a focus on families
- Halloween in the City brand artwork by Manchester agency Modern Designers
- visitmanchester.com/halloween listings portal
- Visit Manchester supported social and digital promotion /[visitmanchester](https://www.instagram.com/visit_mcr) @[visit_MCR](https://www.instagram.com/visit_mcr)
- Social media campaign @/halloweenMCR #halloweenMCR run by Manchester's Mustard Media, the digital agency behind The Warehouse Project, Parklife and Bluedot festival
- Digital and paid-for social advertising
- Outdoor advertising campaign including city digital screens, large format posters and banners

CONTINUED...



- Press advertising in local and regional publications including Manchester Evening News, Manchester Weekly News, Guardian Guide, Yorkshire Post, Liverpool Echo, Primary Times
- Capital FM on air and online advertising
- Transport advertising including media partnership with TfGM (Metrolink)
- Press campaign managed by Manchester BID's PR agency Echo



Halloween in the City

Plenty of Tricks. Plenty More Treats.

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Halloween in the City

Plenty of Tricks. Plenty More Treats.

Mark the passing of Halloween with ten days of terrifyingly good events across Manchester. Featuring: tricks and treats, creepy creatures and a Haunted Maze, mass dress ups, canine costumes and a Goth Catwalk Show - plus events and offers from the biggest, baddest names in shopping, food and drink.





**MAKE THE MOST OF
THIS MANCHESTER EVENT
OPPORTUNITY**

**GET IN THE SPOOKY
SPIRIT**

GO GREEN

**DRESS TO IMPRESS
TELL YOUR CUSTOMERS**

BE PART OF IT

RETAILERS



- Go green for Halloween: light your building
- Enter the Best Dressed Window Competition
- Enter the Best Dressed Team Competition
- Enter the Best Store Event Competition
- Create an instore/POS Halloween display
- Use the Halloween in the City branding and signage
- Promote products and activities online and via Twitter, Facebook, Instagram, e-shots to customers, POS
- Tag in visitmanchester.com/halloween
 - f [HALLOWEENMCR](#)
 - t [HALLOWEENMCR](#)
 - @ [HALLOWEENMCR](#)
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HOUSE OF FRASER

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Project Craft
HALLOWEEN
WORKSHOPS
AVAILABLE HERE
Day of the dead flower crowns
Spooky Bunting
Kids Craft- Haunted Houses
Kids Craft- Monster Masks
Book in store now or visit
paperchase.co.uk/project-craft
BOO!
OOOHHH!



Crafty Christmas Workshops
Coming soon
Ask staff for details

**CRAFT
WORKSHOPS
ON THE
FIRST FLOOR**







IN RETURN, MANCHESTER BID WILL:



- Feature activity in a retail round-up on the event portal visitmanchester.com/Halloween
- Feature activity in the What's On press release sent out to local and national press
- Guarantee 1 x Tweet and 1 x Facebook post
f [HALLOWEENMCR](https://www.facebook.com/HALLOWEENMCR)
t [HALLOWEENMCR](https://twitter.com/HALLOWEENMCR)
- Supply an A3 poster, POS strut and 'We're part of it' window vinyl
- Supply a marketing and social media toolkit complete with promotional assets to help you to spread the word – including a 'We're part of it' digital badge
- Share Best Dressed Window/Best Dressed Team/Best Store Event success with the Manchester Evening News
- Share event photos, videography, marketing and PR reporting at manchesterbid.com

**LET US KNOW HOW YOU'LL BE
GETTING INTO THE HALLOWEEN
SPIRIT...**

**DEADLINE FOR INCLUSION IN THE
MARKETING AND PR CAMPAIGN:
FRIDAY 29TH SEPTEMBER**

**EVENTS@MANCHESTERBID.COM
0161 838 3250**