



PLENTY OF TRICKS. PLENTY MORE TREATS.

HALLOWEEN IN THE CITY 21-31 OCT

VISITMANCHESTER.COM/HALLOWEEN

   HALLOWEENMCR

Brought to you by:



Media Partners:



Halloween in the City

When & Where

Halloween in the City took place from 21 – 31 October 2017 – with 10 days of terrifyingly good events across the city and a family friendly Halloween weekend on Saturday 28 and Sunday 29 October.

Key Sponsors and Partners

Manchester's Business Improvement District, the Heart of Manchester BID, worked alongside partners Visit Manchester, Transport for Greater Manchester, Metrolink, Manchester City Council, Manchester Evening News and Capital FM.

Event Highlights

Manchester's Business Improvement District teamed up with retailers, attractions, bars, restaurants and venues to host a city-wide celebration. Hundreds of BID members joined in by dressing staff, decorating stores and hosting Halloween events.

Over 4,000 pumpkin lanterns dressed the shopping streets and across the city iconic buildings lit-up green including Afflecks, Hard Rock Café, Harvey Nichols, House of Fraser, Manchester Town Hall, National Football Museum, Paperchase, Renaissance Hotel, Royal Exchange Theatre, Selfridges, Spinningfields and The Printworks.

On Saturday 28 & Sunday 29 October the BID city hosted Halloween weekend, two days of family friendly fun across the city centre, featuring;

- A Trick or Treat Trail
- Haunted Maze
- Giant inflatable monster on House of Fraser
- Halloween Dog Parade
- Spooky Outdoor Cinema
- The Big Dress Up
- Travelling Day of the Dead style carnival
- Face painting
- Ghostbusters and giant inflatable Marshmallow Man
- The Face of Halloween make up competition
- The Candy Skull Guys
- Manchester String Quartet

[Click here to view images.](#)

[Click here to view the event video.](#)















Marketing Campaign

Marketing Campaign Value: £200,279

PR Value: £1,100,000

Campaign Background

The Heart of Manchester BID co-ordinated and delivered a city-wide marketing and PR campaign to promote Halloween celebrations in Manchester for the second year.

Working with event stakeholders and partners including Visit Manchester, Manchester City Council, Transport for Greater Manchester, Metrolink, Capital FM and Manchester Evening News, the campaign promoted activity across the city venues with a focus on a two-day family-friendly 'Halloweekend' event.

The marketing built on the success of the 2016 campaign bringing back the distinctive bat illustration.

More than £200,000 of marketing coverage was generated through a national, regional and local multimedia marketing campaign.

The campaign featured in a wide range of outdoor media including high impact digital screens on; Mancunian Way, Princess Road, Chester Road and London Road, 10 x CityLive digital totems across the city's main pedestrian streets and highly visual posters and banners in St Ann's Square. A run of 25,000 promotional flyers targeted the family and student market in the run up to the event and 5,000 map and listing flyers were given out over Halloweekend to promote the different activities and drive people around the city's shopping streets.

Through a partnership with Metrolink the campaign featured on 116 x 6 sheet and A1 posters across the network – with a media value of more than £82,000.

Working with Manchester Evening News press adverts were featured in CityLife and Manchester Weekly News and the event was promoted via digital adverts on the Manchester Evening News website and social channels – with an advertising value of £12,200.

Other press adverts featured in Primary Times Manchester, Primary Times Cheshire, Living Edge, The Yorkshire Post and Chester Standard.

A dedicated microsite was hosted on visitmanchester.com and received more than 100,000 page views and a paid digital marketing campaign received more than 1.6million impressions, generating over 41,000 clicks to the site. Almost 78,000 people received information about Halloween through e-newsletters and over 100,000 organic social impressions were delivered through Visit Manchester's channels.

More than 180,000 people saw content on the dedicated Facebook page, with a total of 52,127 engagements, 300,000 impressions were served on Twitter with 12,532 engagements and content on Instagram received more than 1,000 likes.

A campaign ran on air and online with Capital FM and Heart FM, resulting in 1,564,000 on air impacts. More than 6,900 people opened the newsletters and 2,956 competition entries were generated.

The 2017 Halloween in the City PR campaign gained more than £1,100,000 of PR coverage across national and regional print, regional broadcast and online news. Coverage included Chanel 5's The Wright Stuff, CBBC Newsround, Daily Mirror, The Sun, Waitrose Magazine, Capital FM, Heart FM, Visit Manchester, Creative Tourist, I Love Manchester, Manchester Evening News and Emerald Street Manchester.

Mancunian Way Digital Tower

Date: 16 – 29 October 2017

Location: Mancunian Way

Quantity: 2

Media Value: £24,000



Mancunian Way Digital Bridge

Date: 16 – 29 October 2017

Location: Mancunian Way

Quantity: 1

Media Value: £13,000



CityLive Digital Totems

Date: 16 – 29 October 2017

Location: City centre

Quantity: 10

Media Value: £25,000



96 Sheet Digital Screen

Date: 16 – 29 October 2017

Location: Princess Road

Quantity: 1

Media Value: £18,000



48 Sheet Digital Screen

Date: 16 – 29 October 2017

Location: Chester Road

Quantity: 1

Media Value: £3,000



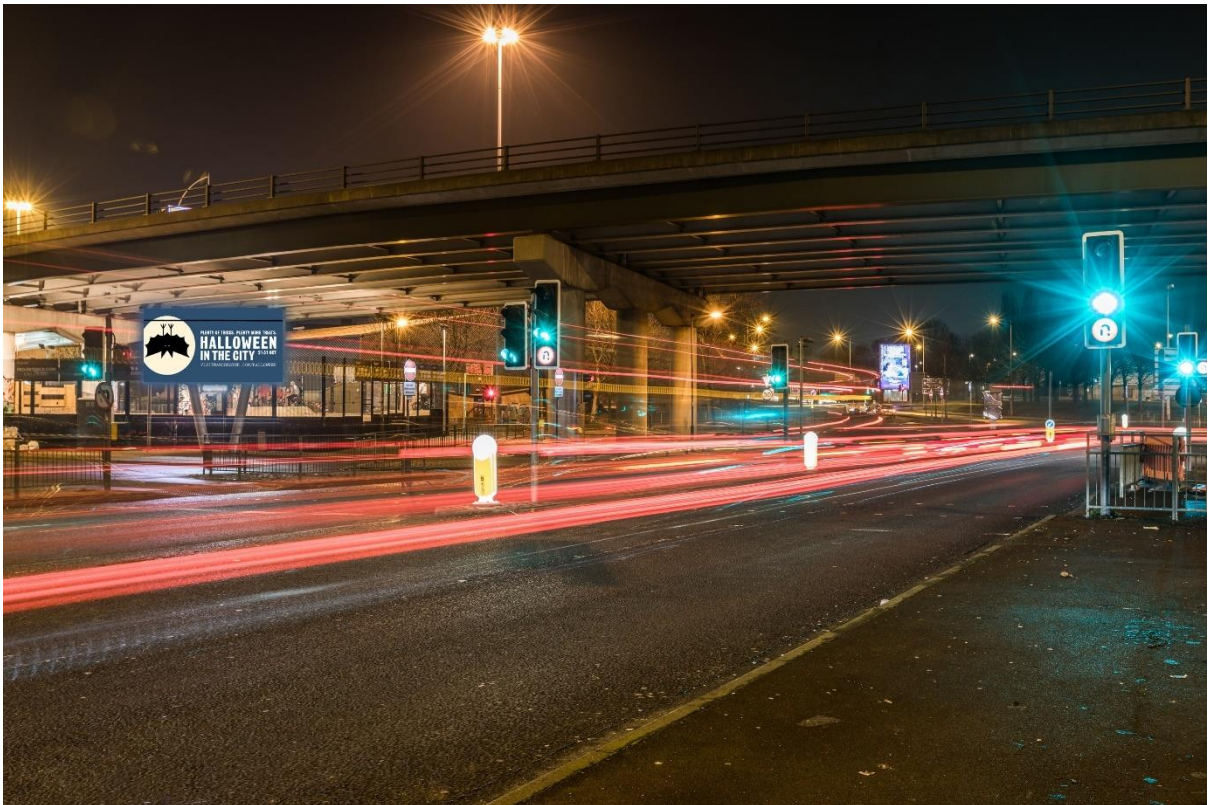
48 Sheet Digital Screen

Date: 16 – 29 October 2017

Location: London Road

Quantity: 1

Media Value: £3,000



Drop Banners

Date: 16 – 29 October 2017

Location: St Ann's Square

Quantity: 2

Media Value: £3,000



Metrolink 6 Sheet Posters

Date: 9 – 31 October 2017

Location: Greater Manchester

Quantity: 66

Media Value: £41,000



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HALLOWEEN
IN THE CITY 21-31 OCT

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MARK THE ARRIVAL OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS. FEATURING: A HAUNTED MAZE, REDEFINING PARADES, A TRICK OR TREAT TRAIL AND A MOMENTOUS MONSTER – PLUS PARTY NIGHTS, EVENTS AND OFFERS FROM THE BIGGEST, BADDEST HAMERS 'N SHOPPING, FOOD, DRINK AND ENTERTAINMENT.

21-31 OCTOBER. EVENTS ACROSS MANCHESTER CITY CENTRE.

 **Metrolink** THE EASIEST WAY TO GET AROUND IS BY TEAM. NEAREST METROLINK STOPS: MARKET STREET & ST PETER'S SQUARE.

Brought to you by:

Media Partners:

Metrolink A1 Posters

Date: 9 – 31 October 2017

Location: Greater Manchester

Quantity: 50

Media Value: £41,000



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MARK THE ARRIVAL OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS. FEATURING: A HAUNTED MAZE, TERRIFYING PARADES, A TRICK OR TREAT TRAIL AND A MOMENTOUS MORGUE – PLUS PARTY NIGHTS, EVENTS AND OFFERS FROM THE BIGGEST, BADDEST NAMES IN SHOPPING, FOOD, DRINK AND ENTERTAINMENT.

21-31 OCTOBER. EVENTS ACROSS MANCHESTER CITY CENTRE.

 **Metrolink** THE EASIEST WAY TO GET AROUND IS BY TRAM. NEAREST METROLINK STOPS: MARKET STREET & ST PETER'S SQUARE.

Brought to you by:

Media Partners:

Metrolink Tram Stop Branding

Date: 9 – 31 October 2017

Location: Market Street

Quantity:



Window Vinyl

Date: October 2017

Quantity: 50



A3 Strut Cards

Date: October 2017

Quantity: 200



Flyer – Student

Date: 18 September 2017

Location: Student Halls

Quantity: 10,000

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IN THE CITY 21-31 OCT

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**MARK THE ARRIVAL OF
HALLOWEEN WITH TEN
DAYS OF TERRIFYINGLY
GOOD EVENTS ACROSS
THE CITY CENTRE.**

Thousands of pumpkin lanterns light the streets, and iconic buildings turn an eerie green after hours. Head to Halloweekend (Sat 28 & Sun 29 Oct) and follow a Day of the Dead-style parade with street performers and freaky dancing. Take part in the Big Dress Up, and strut your gory stuff on the Capital FM stage for the chance to win prizes. Dare to enter the Haunted Maze in St. Ann's Square, and keep looking over your shoulder for horrors: Bristol-based artist Filthy Luker has promised to unleash a momentous monster on one (un)lucky Manchester store. Don't miss the DJs, a big-screen showing of Ghostbusters, games, prizes and more in Exchange Square – plus party nights, in-store events and offers from the biggest, baddest names in shopping, food and drink.

Events across the city centre: Market Street, Exchange Square, Deansgate, St Ann's Square, New Cathedral Street and King Street. All a short walk from a Metrolink stop.

Plan your trip: visitmanchester.com/halloween

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Brought to you by



Flyer – Family

Date: 29 September & 4 October 2017

Location: Local distribution and All About Audiences leaflet racks

Quantity: 15,000

PLENTY OF TRICKS. PLENTY MORE TREATS.

HALLOWEEN IN THE CITY 21-31 OCT

VISITMANCHESTER.COM/HALLOWEEN

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MARK THE ARRIVAL OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS ACROSS THE CITY CENTRE.

Thousands of pumpkin lanterns light the streets, and iconic buildings turn an eerie green after hours. Head to Halloweekend (Sat 28 & Sun 29 Oct) for two days of frightening family fun: follow a Day of the Dead-style parade with puppets and street performers, and take part in the Big Dress Up, where you can strut your gory stuff on the Capital FM stage. Stumble across creepy creatures in the Haunted Maze, and keep looking over your shoulder for horrors: Bristol-based artist Filthy Luker has promised to unleash a momentous monster on one (un)lucky Manchester store. Don't miss the Trick or Treat trail, with a sweet surprise behind every door, or big screen showings of family classics, Ghostbusters, Hocus Pocus and Hotel Transylvania. Plus a Big Fish Little Fish daytime rave, spooky science party - and in-store events and offers from the biggest, baddest names in shopping, food and drink.

Events across the city centre: Market Street, Exchange Square, Deansgate, St Ann's Square, New Cathedral Street and King Street.
All a short walk from a Metrolink stop.

Plan your trip: visitmanchester.com/halloween

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Brought to you by



Flyer – Event Map & Listings

Date: 28 & 29 October 2017

Location: City centre distribution

Quantity: 5,000

PLENTY OF TRICKS. PLENTY MORE TREATS.

HALLOWEEN IN THE CITY

VISITMANCHESTER.COM/HALLOWEEN

Facebook Twitter Instagram HALLOWEENMCR



Key

--- Trick or Treat Trail

P Parking

W Tram



Main activities

- 1 House of Fraser, Deansgate
Monster Attack
The Face of Halloween
- 2 St Ann's Square
Haunted Maze
- 3 Market Street
Travelling Carnival
Face Painting
The Candy Skull Guys
- 4 Exchange Square
Spooky Outdoor Cinema
Gothic Styles Street Fashion Show
Halloween Dog Parade
- 5 Manchester Arndale
Ghostbusters and Marshmallow Man
Travelling Carnival

Events across Manchester city centre. The easiest way to get around is by tram. Nearest Metrolink stops: Market Street and St Peter's Square.

Brought to you by:



Stamps

Collect four or more stamps on the Trick or Treat Trail to unlock a sweet surprise on Market Street.

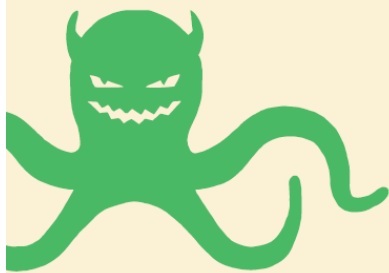
Trick or Treat Trail

- 1 Primark
Skeleton's tomb
- 2 Market Street
Witch's hovel
- 3 King Street
Mummy's tomb
- 4 House of Fraser
Frankenstein's lab
- 5 Manchester Arndale
Dracula's lair



MARKET STREET
GAIN YOUR TREAT

Media Partners:



MARK THE ARRIVAL OF HALLOWEEN WITH TERRIFYINGLY GOOD EVENTS ACROSS MANCHESTER CITY CENTRE

HALLOWEEN 28-29 OCTOBER 2017

Manchester Coss Green
Until Tue 31 Oct, after dusk
FREE, across the city centre

A host of buildings glow a ghostly green this Halloween, among them National Football Museum, Printworks, House of Fraser, Selfridges, Harvey Nichols, Paperchase, Manchester Town Hall, Affleck's, Renaissance Hotel and the Royal Exchange Theatre.

Monster Attack
Until Sunday 29 Oct
FREE, House of Fraser, Deansgate

A mind-bending monster has taken over House of Fraser, clambering all up its insides, waving its tentacles menacingly over the streets below. The giant inflatable horror is the work of Bristol-based artist Pilthy Luker.

Halloween Dog Parade
Sat 28 Oct, 10am-11.30am
FREE, Exchange Square

It doesn't get better than this: a Halloween-themed fancy dress show. With Dogs, watch the four-legged pumpkins, little devils, witches and warlocks as they parade through the city centre. Black cats need not apply.

Trick or Treat Trail
Sat 28 & Sun 29 Oct, 10am-7pm
FREE, Market St, Manchester Arndale, King St, House of Fraser, Primark

Beat a path down our Trick or Treat Trail, where kids meet monsters behind every (giant) door. There's a witch's hovel on Market Street, a mummy's tomb on King Street, Dracula's lair in Manchester Arndale, a skeleton at Primark and Frankenstein at House of Fraser. Follow the map on the back and collect four or more stamps to unlock a pick n' mix buffet (on Market Street outside Boots).

Haunted Maze
Sat 28 & Sun 29 Oct, 10am-7pm
FREE, St Ann's Square

Do you dare enter the Haunted Maze? Dive in and solve the creepy creatures inside – and don't, whatever you do, get lost!

Spooky Outdoor Cinema
Sat 28 & Sun 29 Oct, 10am-7pm
FREE, Exchange Square

Exchange Square hosts the Halloween outdoor cinema, with a host of spooky (and family-friendly) films: Hotel Transylvania (Sat, 12pm), Hocus Focus (Sat, 2pm & Sun, 10am), Ghostbusters (Sat, 4pm & Sun 12pm) and The Addams Family (Sun, 2pm).

Big Dress Up
Sat 28 & Sun 29 Oct, 10am-7pm
FREE, across the city centre (photo area: Market Street)

Come into the city and strut your spooky stuff at the biggest mass dress-up in Halloween history. Pose for a picture at the photo point on Market Street for the chance to win prizes.

Travelling Carnival
Sat 28 & Sun 29 Oct, 12pm-7pm & 3pm-5pm
FREE, Market Street and Manchester Arndale

This Day of the Dead-style parade stalks down Market Street and into Manchester Arndale – expect promenade performances, a sound system (in a coffin), sweets, treats, skull dancers, voices and a giant skeleton that towers over all who dare to get in its way.

Face Painting
Sat 28 & Sun 29 Oct, 11am-5pm
FREE, Market Street

Not managed to sort your Halloween outfit out? No matter – join the fun and have your face painted by one of four creative make-up artists on Market Street.

Meet the Ghostbusters and Marshmallow Man
Sat 28, 9am-7pm & Sun 29 Oct 11.30am-5.30pm
FREE, Manchester Arndale

Meet Manchester's cosplayer Ghostbusters – and a giant inflatable Marshmallow Man – inside Manchester Arndale.

The Face of Halloween
Sun 29 Oct, 4pm-5pm
FREE, House of Fraser, Deansgate

We held a competition to find the city's best creative make-up artists, and the results of our search come back to haunt us on Sunday as the two winners head to House of Fraser. They take up position in its Deansgate windows and will each transform an ordinary model into something truly horrifying – live. The models then strut their gory stuff during the Gothic Styles Street Fashion Show (Exchange Sq, 6pm).

The Candy Skull Guys
Sat 28 & Sun 29 Oct, 10am-6pm
FREE, Primark, Debenhams and Market St

And you thought you were in for a quiet spot of shopping... not so, if you get off the tram at Market Street. The Candy Skull Guys will welcome travellers into Debenhams, Primark and on to Market Street, as well as joining in the travelling Carnival. Quiet they will not be.

Manchester String Quartet – A Gothic Halloween
Sunday 29 October, 4pm-5pm
FREE, Exchange Square

Manchester String Quartet will be playing their full album A Gothic Halloween – string renditions of spooky classical tunes, film themes and cover versions of Halloween pop hits such as Talking Head's Psycho Killer.

Gothic Styles Street Fashion Show
Sun 29 Oct, 6pm-7pm
FREE, main stage, Exchange Square

The final Halloween event is a very special Gothic Fashion Show presented by Manchester Metropolitan University fashion students – celebrating the styles of goths, club kids and everything in between.

Facebook Twitter Instagram HALLOWEENMCR

VISITMANCHESTER.COM/HALLOWEEN for full list of events

Event Signage

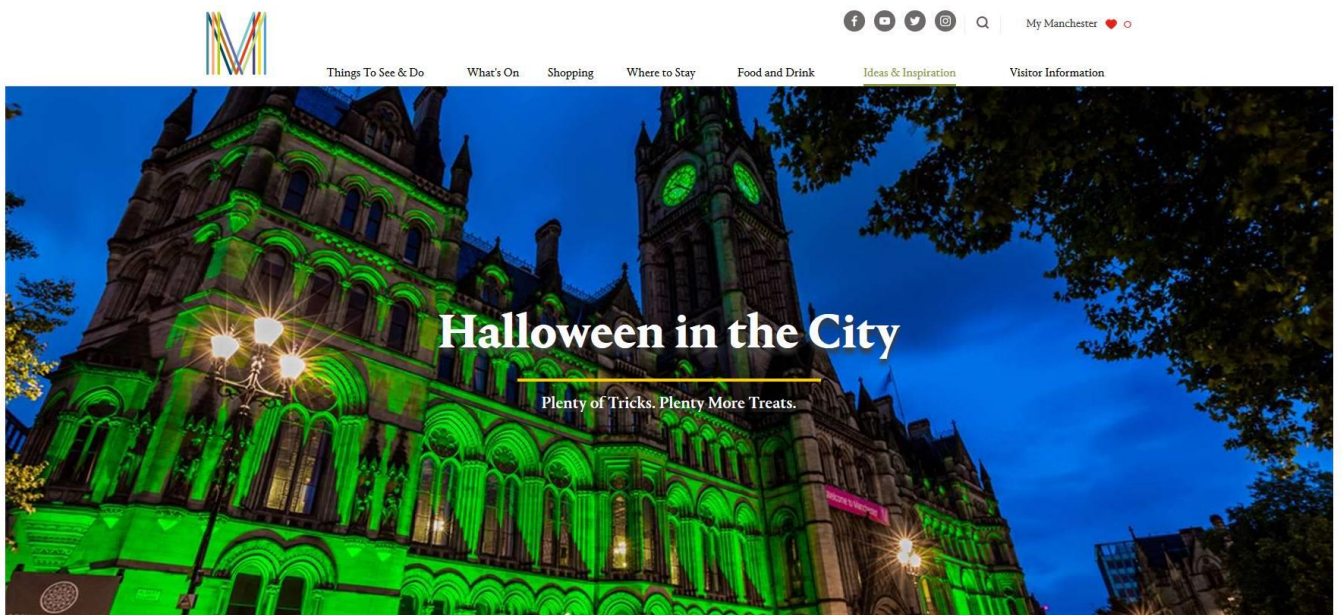
Date: 28 & 29 October 2017

Location: City Centre



Website

- 100,000 page views
- 1.6million paid impressions, generating over 41,000 clicks
- 100,000 organic social impressions



You are here: [Ideas & Inspiration](#) > [Halloween in the City](#)

Halloween in the City

Plenty of Tricks. Plenty More Treats.

Mark the arrival of Halloween at Manchester's Halloweekend, Saturday 28 and Sunday 29 October. Featuring: a trick or treat trail, momentous monster and haunted maze. Pumpkin patches, family films, spooky stage acts and a goth catwalk show. Follow the Day of the Dead-style parade and take part in The Big Dress Up - strut your gory stuff to win scarily good prizes.

Plus 10 days of terrifyingly good events across the city, including Halloween displays, party nights and events and offers from the biggest, baddest, names in shopping, food, drink and entertainment.

The easiest way to get around is by tram. Nearest [Metrolink](#) stops: Market Street & St Peter's Square.

Brought to you by [Manchester's city centre retailers](#), the Manchester BID.

[Like](#) 342 [Tweet](#)

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[Hide this message](#)

Social Media

Facebook

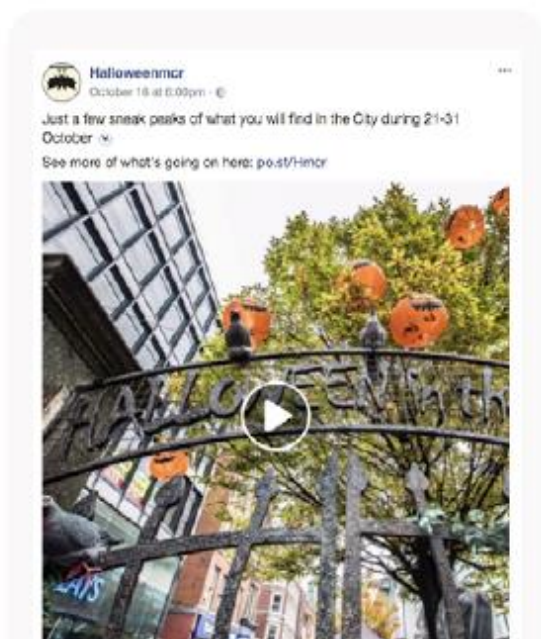
Total Reach: 188,966

Average Click per Engagement: £0.02

Total Video Views: 47,205



Video Views: 10,256



Video Views: 8,830

Halloweenmcr
October 19 at 7:00pm · 🌐

To celebrate Halloween we're giving away a weekend break in Manchester, with spooky cocktails, 🍷 an overnight stay and breakfast for two at the Renaissance Manchester City Centre Hotel, a spectacular Halloween makeover with etla cosmetics 🧴 at Harvey Nichols Manchester and a two course meal for two people with a bottle of Harvey Nichols wine at Second Floor Bar and Brasserie.

Simply like this post and tag the lucky person who you would bring with you!

You have until 9am on Monday 23rd October T&Cs > [ps.at/Halloween Good luck!](#) 🍀



1.5K Views

👍 Like 💬 Comment ➦ Share

👤 Helena Taylor and 547 others 📄 Chronological

👍 Share 💬 352 Comments

Likes: 343
Shares: 343
Comments: 7,869
Cost per Engagement: £0.01

Halloweenmcr
Sponsored · 🌐

Relatable... 🤔

me the entire month of October



👍 🤔 🗨️ Helena Taylor and 1.6K others
201 Comments 87 Shares

👍 Like 💬 Comment ➦ Share






Likes: 1,600
Shares: 87
Comments: 136
Cost per Engagement: £0.01

Twitter

Organic Impressions: 277,820

Organic Engagements: 12,236

Paid Impressions: 33,197

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	halloweenMCR @HalloweenMcr · Oct 29 And that's a wrap, what a fantastic finale with @gothicmmu 🎭 Catwalk gallery #comingsoon. Thank you All our #manchester #Halloweenkenders 🎉👏 pic.twitter.com/Oi3TVKXKCn View Tweet activity			2,496	189	7.6%
	halloweenMCR @HalloweenMcr · Oct 29 #street gothic style #Halloweenkender #fashionshow pic.twitter.com/AEUt2Nss9z View Tweet activity			874	151	17.3%
	halloweenMCR @HalloweenMcr · Oct 25 Have you seen the #halloween transformation of the Market Street stop yet..? Send us your pics! @MCRMetroLink #halloweenkender #marketcreep twitter.com/MCRMetroLink/s... View Tweet activity			3,258	31	1.0%
	halloweenMCR @HalloweenMcr · Oct 29 A beautiful #Manchester string quartet is #playingnow at Exchange Square, you don't want to miss this 🎻🎻🎻 pic.twitter.com/CKVrp8XTsH View Tweet activity			356	19	5.3%
	halloweenMCR @HalloweenMcr · Oct 11 SNEAK PEAK of what's in store! 🤫 🎭 The Big Dress Up 👻 Ghosts & Ghouls 👻 Spooky Goings On 👻 Monsters & Magic 📍 po.st/Hweekend pic.twitter.com/B0f77LnR0F View Tweet activity			2,580	138	5.3%

Instagram

Likes: 1,198

Comments: 45

New Followers: 293



@halloweenmcr
83 Engagements



@halloweenmcr
54 Engagements



@halloweenmcr
64 Engagements

Radio

Capital FM – On Air

Date: 15 – 28 October 2017

Impacts: 1,564,000

Reach: 496,000(16.8%)

Opportunity to Hear: 3.2



THE UK'S NO.1 HIT MUSIC STATION

Capital FM – Competition Newsletter

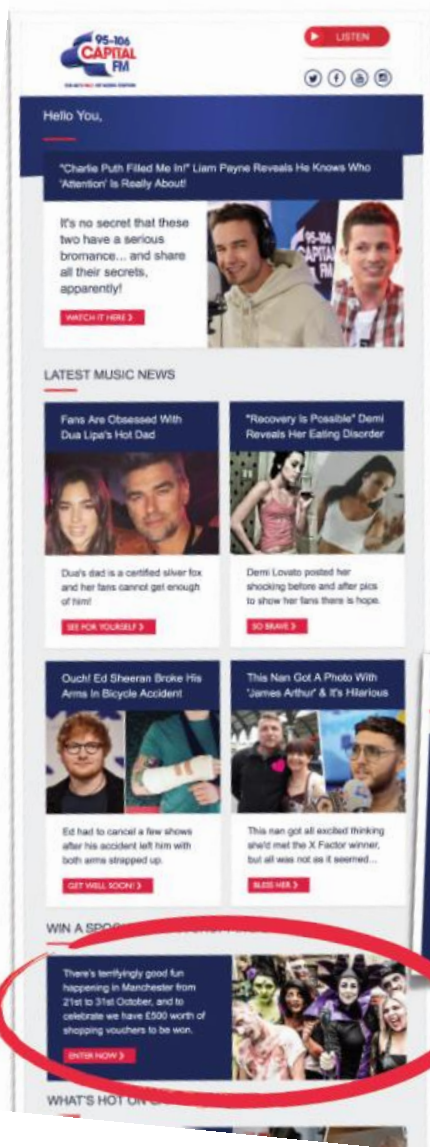
Date: 20 October 2017

Recipients: 16,169

Distinct Opens: 2,093

Distinct Clicks: 111

Distinct Pod Clicks: 24 (22.5%) [average 12%]



Capital FM – Online Competition

Date: 15 - 29 October 29th 2017

Entrants: 1,471

Opt-In: 264

Page Impressions: 1,780

Unique Users: 1,519

Clicks: 247

Banner Adverts

Impressions: 45,870

Clicks: 159

Click Through Rate: 0.96% [avg. 0.08%]

HAVE A SPOOKTACULAR SHOPPING TRIP IN MANCHESTER ON US THIS HALLOWEEN
HEAD TO MANCHESTER IN THE CITY THIS OCTOBER AS FROM 15TH TO 29TH, THERE'S TONS OF FANTASTIC GOOD ENTERTAINMENT WAITING THE CITY.

102 CAPITAL FM

M

THESE ARE A WHOLE HORN OF GHOSTS, GIGGLES AND WITCHES HEADING TO MANCHESTER THIS HALLOWEEN AS THE CITY HOSTS THE UK'S BIGGEST AND MOST SPOOKTACULAR CELEBRATIONS.

WATCH OUT FOR THE WILD-BIRDS UNPLANNABLE HIGHLIGHTS DURING OUR ONE (WOLFEY) STORE AND COME HOPPING, A GHOSTLY GIGGLE-BLOW TRANSFORMING SCENE OF MANCHESTER'S ICONIC LANDMARKS.

DON'T MISS HALLOWEEN, THE FINNEY FRIENDLY FESTIVAL WHICH WILL GIVE ITS CLAWS INTO MANCHESTER ON SATURDAY 27TH AND SUNDAY 28TH OCTOBER. THERE'S A CITY-WIDE TRICK OR TREAT TIME AND A MANTLED MARCH IN ST JAMES'S SQUARE.

FOR LOADS OF SPINNING SPINNS OR HEADS TO THE MAIN STAGE IN EXCHANGE SQUARE AND JOIN IN THE DANCEST UNDER BUSHY UP IN HALLOWEEN HEDDIE TO WIN PRIZES. THEY WANT TO CREATE THE BIGGEST WASH DRIVE UP IN HALLOWEEN HISTORY WITH PRIZES FOR ALL ACROSS THE REGION ENCOURAGED TO COME TO THEIR HALLOWEEN DRIVEN BY THEIR SPOOKIEST COSTUMES WHICH WILL BE SET WITH YOUR OWN GOO DESIGNER AS A GIGAL WASHBY THEY WANT TO SEE YOUR BEST COSTUMES THERE'S EVEN A GIGANTIC GOWNING SHOW TO FINISH THE HEDDIE.

WIN A SPOOKTACULAR SHOPPING TRIP ON US!

WE'VE TEAMED UP WITH MANTLED MANCHESTER AND THE MANCHESTER RED, THE HOSTS OF HALLOWEEN IN THE CITY, TO OFFER YOU A TONNINGS GOOD PRIZE THIS HALLOWEEN OF A WHOLE BUNNLE OF SHOPPING WORKERS.

ANSWER THE QUESTION BELOW BEFORE 17:00 ON SUNDAY 29TH OCTOBER 2017 AND YOU COULD BE READING OFF TO THE SHOPS WITH LIME TO EACH ONE OF THESE STORES: TOPSHOP, URBAN OUTFITTERS, MILES BELLARD, MANCHESTER ANTIQUE AND HOME, TONY'S VIE IN TONNLE, SO DON'T MISS OUT!

WE'VE CHOSEN THE 102 CAPITAL FM STORES AS THE WINNERS OF THE SPOOKTACULAR SHOPPING TRIP.

GET SPOOKED AND WATCH YOUR FAVORITE HALLOWEEN MOVIES ON THE RED COUCHES AT THE MAIN STAGE, 20.00, WITH GIGANTIC COSTUMES, MOBILE PHONE, HOTEL, TRAVELING, THE REDUCED...

POSSON THE HALLOWEEN SAH OF THE DEAD-STYLE FRONTS WITH A NEW GIGANTIC PUPPET, CARNAVAL PUPPET, STREET PERFORMANCE AND HEARTLESS SHOCKING...

AND IF YOU REALLY WANT TO GET INTO THE SPIRIT OF THINGS, HEAD TO SHIPPLE STREET FOR THIS FANTASTIC PARTY, WHERE YOU CAN BE TRANSFORMED INTO TONNINGS GIGGLE...

Heart – Competition Newsletter

Date: 18 October 2017

Recipients: 22,063

Distinct Opens: 4,904

Distinct Clicks: 1,292

The screenshot shows the Heart website homepage with a red circle highlighting a promotion. A tilted inset provides a closer view of the highlighted promotion.

heart™ Turn up the feel good™

Holly Willoughby accidentally reveals X Factor result on live TV!

Home Radio TV Entertainment Win Bingo Listen Live

Holly Willoughby Lets Slip X Factor Result Live On TV!
Watch poor old Holly give the game away on This Morning when interviewing X Factor contestant Talia Dean!

WATCH!

The Duchess Of Cambridge Announces Baby's Due Date!
Duchess Kate and Prince William have officially announced the date that their third baby is due to arrive!

YAY!

Win A Spooktacular Shopping Spree
There's terrifyingly good fun happening in Manchester from 21st to 31st October and to celebrate we've £500 worth of shopping vouchers to be won.

ENTER TO WIN

Brooklyn Beckham Got A Tattoo For His Dad & Sister!
The eldest of the Beckham children has got a tattoo inspired by his father and little sister Harper.

LET ME SEE!

X Factor Finalists - Where Are They Now?
Watch performances from the most memorable X Factor finalists - and the ones you forgot about!

WATCH!

Thomas Engine Show M
Two of the most make way for and there's adventures

OMG!

Win A Spooktacular Shopping Spree
There's terrifyingly good fun happening in Manchester from 21st to 31st October and to celebrate we've £500 worth of shopping vouchers to be won.

ENTER TO WIN

Heart – Online

Date: 16 - 29 October 2017

Entrants: 1,485

Opt-In: 228

Page Impressions: 5,406

Unique Users: 1,782

The screenshot shows the Heart Manchester website's 'Events' page. At the top, there is a red navigation bar with the Heart logo and the slogan 'Turn up the heart good!'. A 'NOW PLAYING' section features the song 'You Had The Time Of My Life' by Madness. Below the navigation bar, the 'Events' section is titled 'Celebrate Halloween In The City & Win £500 Of Spooktacular Shopping Vouchers!'. A large photo shows a group of people in Halloween costumes. To the right, there is a 'More Events' sidebar with various event thumbnails. The main content area contains several paragraphs of text describing the Halloween events, including a 'Spooktacular Shopping Voucher' promotion. At the bottom, there is a 'Win a spooktacular shopping spree!' section with a deadline of 20th October. The page ends with social media icons for Facebook, Twitter, and Google+.

heart
Turn up the heart good!



NOW PLAYING
You Had The Time Of My Life
Madness
Listen
Last Played Song: 00
Schedule It

Home News Entertainment Lifestyle Events 2017 Heart TV Blogs Contact

Events

SEARCH NEWS WATCH LIST

Celebrate Halloween In The City & Win £500 Of Spooktacular Shopping Vouchers!



More Events [View More](#)


- How to Get the Most Out of Halloween Events
- What to Expect to See at Halloween Events
- How to Get the Most Out of Halloween Events
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Watch out for a lot of crazy gangs on across Manchester this Halloween as **Halloween in the City** takes over from 21st to 31st October, bringing with it a host of spooktacular events and events.

This Halloween be prepared to be wowed by the UK's biggest and most spectacular celebrations, and lots of it, try this!

From 21st October, **Halloween in the City** will see Manchester covered in spooky decorations with inflatable costumes taking over the buildings, and come nightfall, some of the town's landmarks will glow up a ghastly green.

As part of the event, **Halloween in the City** will see Manchester on Saturday 28th and Sunday 29th October. This Spooky Spooky Halloween festival includes a city-wide look at 'Trick or Treat' being held in various shops across the city, along with a massive 'Trick or Treat' event in St Ann's Square.




For loads of Halloween groups on, head to the main stage in Exchange Square and join in the biggest Trick or Treat up in Halloween history to see what. They were to make the biggest Trick or Treat up in Halloween history with Trick or Treat across the region.

Encouraged to come to their Halloween in the City in their spookiest costumes which will win you a £500 prize worth a fortune! They want to see your best costumes! For crazy costumes go in it too, as there's even a Day Costume Contest. Kudos after dark between Halloween and a Great Costume Show.

To get the most out of the event, the main stage will screen everyone's favourite Halloween family movies, *Ghostbusters*, *How to Scare a Werewolf*, *Trick or Treat*. There will be a special Halloween evening party with a New Orleans themed band, Day of the Dead style zombie costumes, street performers and costume contests.

Plus, Big Fun Live! is, reserved for its family-friendly music and work! Live singing for kids, will be throwing a spooky science party with the latest music and cheap drinks. High Street Zoo, Tameside, is also going on with a 'Museum of Science and Industry' and 'Paw Patrol' getting ready up. There's a lot of fun for some spooky Halloween fun.




Win a spooktacular shopping spree!

We've teamed up with high street Manchester and the Manchester 100 to bring you **Halloween in the City** to offer you a spooktacular prize of a huge bundle of shopping vouchers.

Answer the question below **before 10pm on Sunday 20th October** and you could be heading off to the shops with a £500 worth one of these stores: Debenhams, M&S, House of Fraser, H&M, Next, and Selfridges. That's £500 in total, so don't miss out!

Halloween in the City - 21st to 31st October
Right across Manchester
Find out more here



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Press Adverts

Primary Times Manchester

Date: October 2017

Readership: 42,000

Media Value: £995

Primary Times Cheshire

Date: October 2017

Readership: 50,000

Media Value: £995

Living Edge

Date: October 2017

Readership: 10,000

Media Value: £585

The Yorkshire Post

Date: 20 October 2017

Readership: 23,000

Media Value: £1,250

The Yorkshire Post

Date: 27 October 2017

Readership: 23,000

Media Value: £1,250

Chester Standard

Date: 19 October 2017

Readership: 51,128

Media Value: £600

Chester Standard

Date: 26 October 2017

Readership: 51,128

Media Value: £600



PLENTY OF TRICKS. PLENTY MORE TREATS.
HALLOWEEN
IN THE CITY 21-31 OCT

MARK THE ARRIVAL OF HALLOWEEN WITH TEN DAYS OF TERRIFYINGLY GOOD EVENTS. FEATURING: A HAUNTED MAZE, PETRIFYING PARADES, A TRICK OR TREAT TRAIL AND MOMENTOUS MONSTER - PLUS PARTY NIGHTS, EVENTS AND OFFERS FROM THE BIGGEST, BADDEST NAMES IN SHOPPING, FOOD, DRINK AND ENTERTAINMENT.

THE EASIEST WAY TO GET AROUND IS BY METROLINK TRAM. NEAREST STOPS: EXCHANGE SQUARE AND MARKET STREET.

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