

# **HALLOWEEN IN THE CITY**



**27 & 28 OCTOBER 2018**  
**MARKETING TOOLKIT**

# HALLOWEEN IN THE CITY 2018

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## Introduction

This pack contains everything you need to help promote Halloween in the City.

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## How you can help:

- Follow the event on social media and like and share our posts:
  - Twitter @HalloweenMCR
  - Facebook.com/HalloweenMCR
  - Instagram.com/HalloweenMCR
- Share your Halloween events, products and promotions on social media and tag @HalloweenMCR #HalloweenMCR.
- Promote Halloween celebrations to your own customers, feature activity on your website and share with your customer database.
- Display Halloween in the City promotional material in your venue; posters, strut cards, window vinyls and flyers.

# HALLOWEEN IN THE CITY 2018

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## Materials

Marketing materials and press releases can be downloaded at [manchesterBID.com/HalloweenMCR](http://manchesterBID.com/HalloweenMCR)

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## Marketing contact

For additional information, marketing materials and promotional collateral please contact Siobhan McGoff.

siobhan.mcgooff@cityco.com  
0161 838 3250.

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## Media enquiries

For all press and media enquiries please contact Echo PR:

anoushka@echo-pr.co.uk  
kat@echo-pr.co.uk.

# HALLOWEEN IN THE CITY 2018

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## Key information

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Halloween in the City  
27 & 28 October 2018

Website: [halloweenmcr.com](http://halloweenmcr.com)

Twitter: [@HalloweenMCR](https://twitter.com/HalloweenMCR)

Facebook: [/HalloweenMCR](https://facebook.com/HalloweenMCR)

Instagram: [/HalloweenMCR](https://instagram.com/HalloweenMCR)

[#HalloweenMCR](https://twitter.com/HalloweenMCR)

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## Basic copy

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Plenty of tricks. Plenty more treats.

Mark the arrival of Halloween with a weekend of terrifyingly good events. Featuring: a rooftop monster invasion, Trick or Treat trail, skeleton parade, Room on the Broom, Heart monster hits, and spooky specials from CBeebies and CBBC – plus events and offers from the biggest, baddest names in shopping, food, drink and entertainment.

27 & 28 October.

Events across Manchester city centre.

[HalloweenMCR.com](http://HalloweenMCR.com)

[@HalloweenMcr](https://twitter.com/HalloweenMcr) [#HalloweenMcr](https://twitter.com/HalloweenMcr)

# HALLOWEEN IN THE CITY 2018

All artwork files can be downloaded  
from [manchesterBID.com/HalloweenMCR](http://manchesterBID.com/HalloweenMCR)

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## Typefaces

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### GrotesqueNo9

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**012346789**

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Elementa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012346789

# HALLOWEEN IN THE CITY 2018

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## Basic logo

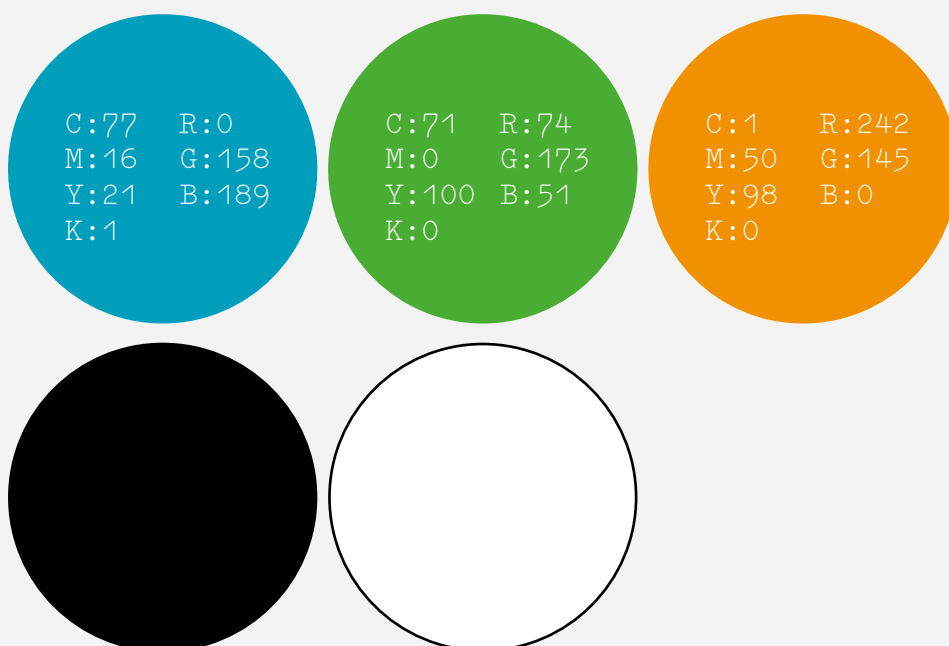
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**HALLOWEEN**  
**IN THE CITY** 27 & 28 OCTOBER  
HALLOWEENMCR.COM

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## Colour



For each application use one colour plus black and white.

# HALLOWEEN IN THE CITY 2018

## Illustrations



Available as images and as animated .GIFs

HALLOWEEN IN THE CITY 2018

Posters

# HALLOWEEN IN THE CITY

27 & 28 OCT MANCHESTER

@HalloweenMCR HalloweenMCR.com



GIANT ROOFTOP **MONSTER INVASION** **TRICK OR TREAT** TRAIL  
**ROOM ON THE BROOM** **CBEBBIES** AND **CBBC** SPOOKY SPECIALS  
SPOOKTACULAR **SKELETON PARADE** **HEART** MONSTER HITS  
AND MUCH MORE!

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GIANT  
ROOFTOP

MONSTER INVASION

TRICK OR TREAT

TRAIL

ROOM ON THE BROOM

CBEBBIES AND CBBC

SPOOKY SPECIALS

SPOOKTACULAR

SKELTON PARADE

HEART

MONSTER HITS

AND MUCH MORE!

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 MANCHESTER  
CITY COUNCIL

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 cbeebies



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GIANT  
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CBEBBIES AND CBBC

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# HALLOWEEN IN THE CITY 2018

**Poster**  
**No copy**

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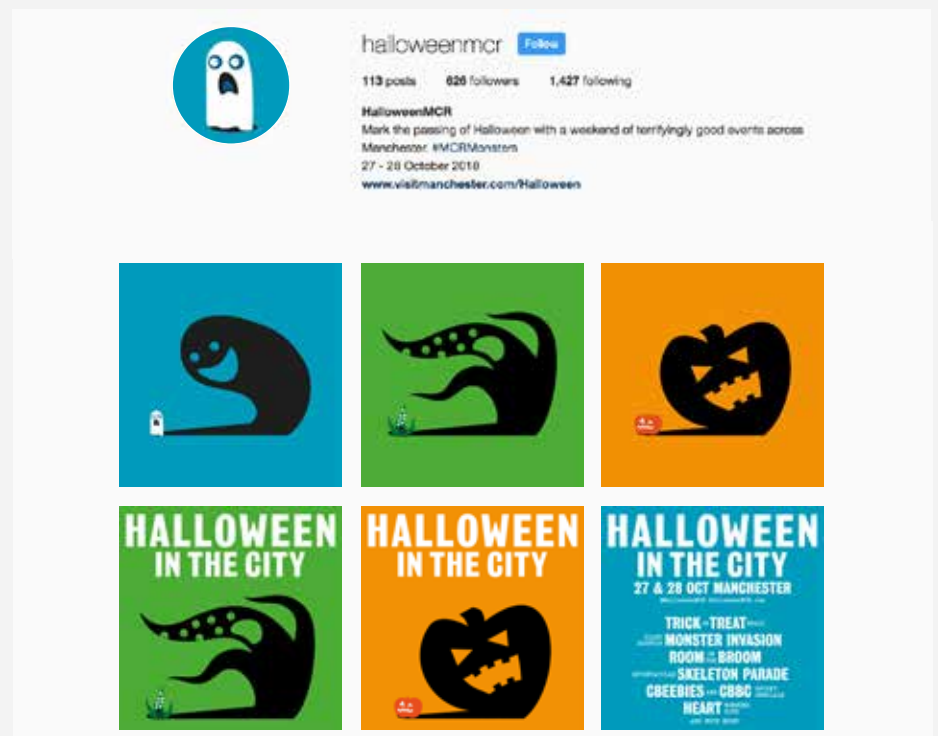
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## Twitter



# HALLOWEEN IN THE CITY 2018

Email signature

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# HALLOWEEN IN THE CITY 2018

Window vinyl  
(400mm)

