

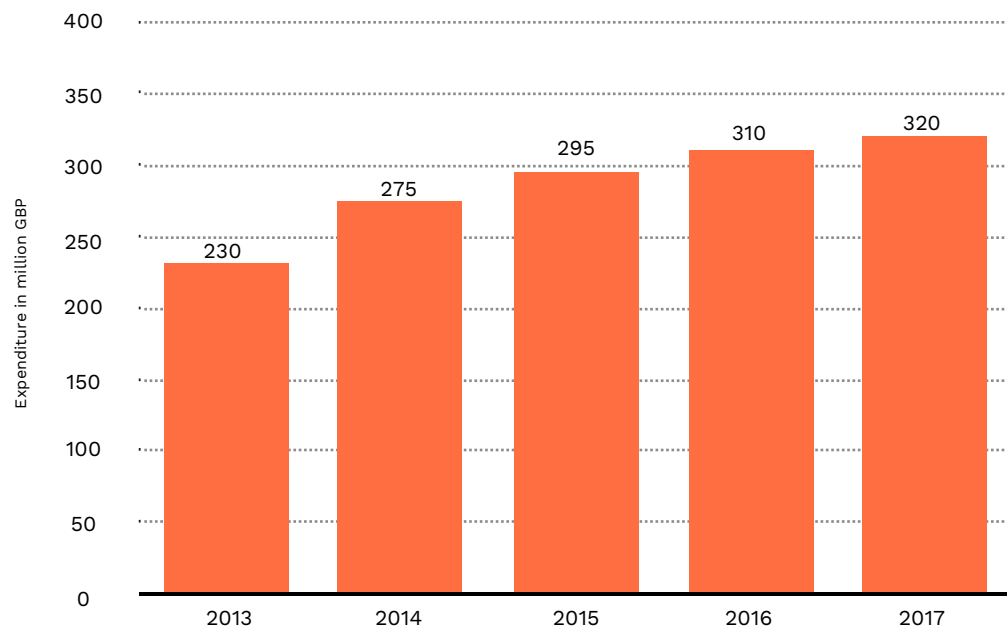
instantprint.

Legendary Print Designs:

How to Nail Your Halloween Marketing



Retail expenditure on Halloween products in the United Kingdom (UK) from 2013 to 2017 (in million GBP)



There's nothing scary about the ever-rising UK Halloween spend. With total Halloween spending exceeding £300 million since 2016, failing to seize this treat of an opportunity as a small business would definitely count as missing a trick!

As expected, confectionary is the major bestseller, claiming top spot for biggest Halloween category in terms of volume sold.

However, Mintel's Trend research discovered that consumers are craving retail experiences and experience-driven events – this means it's the perfect chance for you to boost sales with Halloween marketing tactics that make your business stand out!

Whether you choose to offer customers a classic pumpkin carving class, a creepy cosmetics event or you just want to 'spookify' a wine list or food menu, we've created tons of new fangtastic free design templates and marketing advice you can really sink your teeth into!

Inspired by the myths and folklore around our favourite Halloween traditions and classic characters, our spiningling templates are sure to bolster your 2018 Halloween marketing, enhance your wicked advertising and delight your customers!

So, settle down while you read all about the spooktacular stories that shroud our Halloween-inspired designs...



Jack-O-Lantern Legend

From the very start of October, we see a huge influx of a certain orange vegetable (fruit?) in every supermarket. Then as we approach All Hallows' Eve, pumpkins start lighting up doorsteps all over the country, hollowed out and with ghoulish faces etched into them. But would you believe us if we told you we didn't always carve faces out of pumpkins for Halloween?

Our first story comes from 18th century Ireland, and features a man called "Stingy Jack". As his nickname suggests, Jack was a notorious miser – imagine the Halloween version of Scrooge – with a foul mouth and drunken tendencies.

According to the most famous version of this Irish myth, a drunken Jack came stumbling home one Halloween night only to be confronted by the Devil who'd heard of his ways and had come to collect his soul. Jack pleaded with the Devil to allow him one more drink, inviting the Devil to come along with him to the local pub. However, when the bill came Jack claimed that he had no money and insisted that the Devil pay their tab!

Jack was an infamous trickster, and persuaded the Devil to shapeshift into a coin to pay for their drinks. However, once the Devil transformed into a coin, Jack popped him in his

pocket next to his crucifix, meaning the Devil couldn't escape. Jack made the Devil swear that he'd spare Jack's soul for another 10 years.

10 years later, the Devil once again came to claim Jack's soul. This time, Jack tricked the Devil into climbing a tree to fetch him an apple – a tree that was surrounded by crucifixes, therefore trapping the Devil yet again! Jack granted the devil his freedom on the promise that the Devil could never take his soul.

When Jack's drinking caught up with him and he did die, he was, needless to say, denied access to heaven. But he couldn't get into Hell either due to his previous deal with the Devil! With nowhere to go, Jack took out a turnip he had saved in his pocket, hollowed it out, filled it with Hell's flames and lit his way as he wandered the earth forever.

Traditionally, the Irish would carve out turnips on Halloween to ward off evil spirits and keep Jack away, but when Irish immigrants went to America they switched to something that was native to the land: pumpkins!



Happy Halloween Template

Using Stingy Jack as our (rather unlikely) muse, we've created a set of templates that's perfect for all your seasonal marketing: 'Happy Halloween' and 'Trick or Treat'.



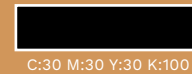
Both templates use the vibrant orange colour that's instantly associated with Halloween.



Black is often associated with death in many cultures – that's what makes it perfect for all of your Halloween marketing and promotions!



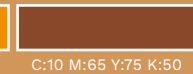
The lighter brown pattern combined with the dark brown leaves is truly autumnal. As well as being a great Halloween design, it's so versatile that it'd work for promoting your business' events all the way through autumn!



C:30 M:30 Y:30 K:100



C:0 M:53 Y:100 K:0



C:10 M:65 Y:75 K:50



C:65 M:6 Y:81 K:63



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Halloween Marketing Tips



Design for your target audience – the ‘Happy Halloween’ poster would be great for advertising a party or for a sale in your store, but the ‘Trick or Treat’ style of design screams family fun!



Create hype for your Halloween event – customers are craving experience-driven events, these invitations would be the perfect tool for creating excitement around your event!



People trust print – according to our recent research, 82% of people say that they trust print over digital; it’s the perfect way of ensuring your event’s turnout is high.



Keep the header BIG – whether you’re advertising a spooky event, a seasonal sale, or even an autumn/harvest festival – you need to grab attention at the first glance.

Halloween colours don’t have to be dark and gloomy. Add a bright and funky twist with pumpkin orange or mystical purple!

– Craig, Marketing Executive

Zombies Legend

From films and TV shows to games, it's safe to say: the living dead are taking over the world! (Or pop culture at least.)

The idea of zombies rose to prominence following 1932 film *White Zombie*, in which a young woman is transformed into a zombie slave by an evil voodoo master in Haiti. As far as it sounds from our current ideas of what a zombie is, the roots of this film were a lot closer to the actual origins of this myth...

After the Haitian revolution in 1804, the zombie myth gradually evolved and became part of Haiti's native religion of Voodoo. From the stories of Voodoo folklore, we can get a better idea of where our modern idea of zombies comes from.

These stories often feature Bokors (voodoo witches/witch-doctors) who practiced black magic, often claiming that they could resurrect someone from the dead with 'coup padre' – a powder made from the poisonous substance, tetrodotoxin.

This substance would be given to a living person to slow their heartbeat and lower their body temperature, giving them the appearance of death.

Although still alive, the person would be buried as though they were a corpse, and later unearthed; the idea being that, though they were still alive, they were turned into the Bokor's mindless slaves until the Bokor died.



**DRINK
OF THE**



DEAD!



MENU

Brain Cracker Americano	£3.00
Extra strong espresso topped with piping hot water	
Lost Soul Latte	£3.00
Choose a syrup shot for extra character	
Creepy Cappuccino	£3.00
Pumpkin spices create a delightful aroma	
Wicked White	£3.00
Our signature velvety flat white coffee	

Drink of the Dead Template

To make sure you're just as influential as a Bokor (but without the black magic and undead slaves), our zombie templates are café themed – just what your customers need if they're feeling like the walking dead.

- Our 'Drink of the Dead' free design templates use humour to help attract customers' attention – anyone fancy a lost soul latte or maybe an arrrrghfogato?
- We've included a cartoon hand reaching from the ground, which is suggestive of famous Halloween flicks and shows that are extremely popular at the minute. This style of graphics means it's also a great choice for any children's events you've got in the pipeline.
- To zombify our design, we've used muted colours such as greys and black. However, we've also added a pop of bright colours with our featured products - this makes them really stand out!



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Halloween Marketing Tips

- **Make sure all the branding is consistent** – it creates a sleek image across your whole café. To help you advertise your spooktacular new menu, we've got a poster to match – pop it in your shop window to tempt passers-by.
- **Tickle your customers' funny bones and make them laugh** – research suggests that humour leads to higher recall. This means that they're more likely to remember you because of this emotional connection.
- **Showcase your tempting treats** – as 93% of all human communication is non-verbal, and as the brain can process images 60,000 faster than text, images and photos are a fantastic way of advertising your goods to customers.





Ghost Myths

Another Halloween staple, 'ghosts' are dependent on the idea that the spirit exists separately from the body, and that they are the result of the spirit lingering after the body has died.

As well as full-on apparitions, people report ghosts as revealing themselves in tons of different forms; noises, touches, feelings, smells, even objects being flung across a room!

Although there is no definite 'origin' of ghosts, there are lots of different ideas of what a ghost actually is depending on where in the world you are.

Gjenganger are the ghosts of Scandinavian folklore, and are usually the spirits of people who left someone undone in life – maybe they died too young or were murdered. The gjenganger has the ability to 'infect' the living by pinching their skin. The victim's skin is said to turn blue when pinched as the infection reaches their heart and kills them!

Feeling sleepy after eating a big meal? Maybe skip this next ghost story...

The Brazilian ghost La Pisadeira is described as a tall, extremely thin woman who watches you while you eat, waits for you to fall asleep and climbs on top of your chest! When you, undoubtedly, wake up, you'll be paralysed with fear and unable to move.

It's been suggested that this myth stems from a disorder called sleep paralysis, which is where a person is temporarily unable to speak or move either before or after waking. But to be on the safe side, I would maybe stop sleeping belly-up if I were you.

We've got our own notorious ghosts here in the UK too! Our most famous ghost has to be that of Anne Boleyn, the second wife (of many) of King Henry VIII.

After failed attempts to provide King Henry with a son, Anne Boleyn was famously beheaded in 1536. The story goes that a headless Anne returns to the place of her birth in Norfolk (now Bickling Hall) once a year on the anniversary of her execution – 19th May.

The ghostly carriage in which she returns to her home is apparently driven by a headless horseman, while her own head sits on her lap. What happens when the carriage reaches the house? It's been reported to disappear into thin air!





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Ghost Walk Template

To help market your brand to the ghouls and gals all over the country, we've created two stunning template designs: 'Ghost Walk' and 'Into the Woods'.

- Both of our ghostly design templates play on the natural fear of what we can't see (nyctophobia, if you were wondering!) through their dark colour schemes and night time settings.



- The use of fog or mist helps shroud our designs' surroundings in mystery – who knows what's lurking in the woods?
- For the text, we've used a bold brush font to emulate a handwritten note – maybe a warning to 'Go Back' left on a tree in a horror film?
- This text takes up around two thirds of the design; popping the name of your business or event into these text boxes would create a truly striking effect.

Take some time to pick out the right font for your design. You want something that's spooky enough for Halloween, but is still legible. Why not try a sprawling font for headers and a clear, easy-to-read font for important event details?

– Ryan, Graphic Designer

Halloween Marketing Tips



Don't get ghosted – whatever your event, 'Into the Woods' is a really versatile design; the flyer would be great for advertising a club night, pub quiz, upcoming sale or even a special cinema screening.



Tailor your design to your event – although specially designed for ghost walks/nights, the cartoon spectres we've used for 'Ghost Walk' mean that this design could be customised to advertise a family-friendly event when used for a poster.



Appeal to the masses – with 34% of British people claiming they believe in this spectral myth, it's safe to say there's a lot of appeal for these ghoulish gatherings.



Gain your audience's trust – in our recent survey into how much we value our privacy, flyers were voted as the most trustworthy form of advertising and also the least intrusive!



Include key dates – on flyers and posters for events, you should always include: date, time, location. Answer who, what, where and why, otherwise you risk a deathly quiet event.

Devil Myth

We've already mentioned the Devil in our story of Stingy Jack, but here's a proper introduction for the enemy of the good. Also known as Satan or Lucifer, the Devil is known in mainstream Christianity and Islam as a fallen angel.

The Devil is thought to have been expelled from Heaven due to his own desire to reign over the universe as a God, rather than a servant of God, and now serves as the leader of other fallen angels in the fight against good and evil. So where do we get the caricatured version of a red horned creature wielding a pitch fork?

The imagery we're all so familiar with is thought to derive from a combination of Ancient Greek mythology and the Book of Revelation, which is the final book of the New Testament in the Bible. Although there were no visual depictions of the Devil for hundreds of years, Christians often believed that rival pagan gods were actually demons!

One of these was the Pan, the Greek god of the wild, nature and shepherds. The modern image of the devil often features cloven hooves; a key feature of the goat-like god Pan.

As for the Devil's horns, the Book of Revelations features a great beast which "rose out of the earth" and had "two horns like a lamb and it spoke like a dragon" (13:11). Although not explicitly referred to as the Devil, this beast could have influenced modern depictions of a horned creature.

Alternatively, there were plenty of pagan gods with horns; as well as Pan, Egyptian goddess Hathor had a cow's head, whereas Canaanite god Moloch represented a bull. It's likely that an amalgamation of these different gods and the image described in the Book of Revelations has evolved over time to create the modern caricature we know today.



Devilish Deals Template

For a classier spin on a red caricature of the Devil, we've stolen his horns (and his hellfire!) for a whip-cracking twist on your instore promotions. Meet our 'Devilish Deals' free design template!

- 🔥 You can use this design on both posters and roller banners – the key marketing materials you'll need for making sure your sale goes frighteningly well.
- 🔥 With the colour of the fire going from a bright hot white at the bottom to a darker, smokier red at the top, we've played with the natural gradient of flames to create interest, resulting in a hair-raising effect sure to grab attention.



- 🔥 To combat the blazing background, we've also featured a central black box to direct customer eyes towards your key message.
- 🔥 There's nothing sinful about our Devil's horns, which are, again, pitch black to match the text box.



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Halloween Marketing Tips

- 🔥 **Choose colours wisely** – in research on colour, red stimuli have been shown to have an attentional advantage over other colours and are often associated with excitement, causing people to act faster and more forcefully.
- 🔥 **Make the offer the biggest element of the sign** – writer, Mark Ellwood, found that it's the “informational cue” of a big red sales sign that makes people more likely to buy things, rather than marked-down prices.
- 🔥 **Be specific for successful sales signage** – specify what (50% Sale), where (Exclusively Instore) and how long (Ends 31st October).



“No other marketing tool is able to communicate who you are, what you’re about and drive a conversation like I’ve found a roller banner can.”

– Rebecca, Owner of Vanilla Rooms Bawtry.

Witches Legend

With an old broom and pointy hat, the witch is a classic Halloween fancy dress option for trick-or-treating and parties alike. In fact, it was the 6th most popular Halloween costume in the UK in 2017!

We've all heard of the stories of the Salem witch trials, but who was the first 'witch' to be burned at the stake here in the UK?

Between 1400 and 1782, 40,000-60,000 people were put to death accused of witchcraft, with the main witch hunt hysteria originating in the German-speaking areas of Europe at the time. However, witchcraft wasn't a capital offence in Britain until 1563.

One English city that was truly spellbound by the concept of witches was Exeter, where it is thought one of the first UK witch trials was held.



Infamous 'Witchfinder General', Matthew Hopkins, was thought to have led many hunts, leading to the hanging of 300 women accused of practicing the dark arts in East Anglia.

What identified a woman as a witch? As well as a furry lip, sunken cheeks and bad teeth (which obviously means they possessed the 'Evil Eye'), if she had a 'familiar spirit' or demon in the form of a rat, mouse or toad then she had to be a witch!

Only 3 years after witchcraft became a political offense, two local Exeter women were among the first to face a trial. Maud Park and Alice Mead appeared before the city court accused of causing death and injury through magic.

Although there's no record of the punishment for these two, they were found guilty and it's likely they faced the most common form of execution: hanging.



WITCHES BREW

31st October
6:00pm - 10:00pm

Come along to
our spooky
beauty event
on Halloween
Night.

For more information call
0191 27 27 327

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WITCHES BREW

Come along to
our spooky
beauty event on
Halloween Night.

For more information call
0191 27 27 327

Witches Brew Template




Higher powers told us you needed a design to charm your customers and leave them spellbound. That's why we created a (witch)crafty design ideal for displaying all of your business' lotions and potions.

- As a livelier, more positive alternative to black, we chose to include a range of purple hues for this free design template. It's magical and otherworldly, making it perfect for a bewitching Halloween design!



- We've created a business card styled as an information handout for this design, and also a flyer for advertising a Halloween beauty event – think Halloween makeup tutorials and or a potion-themed skincare class.
- It would also work excellently for a variety of other experiential events you're planning on running like a drinks list for a gin bar (spookify your cocktails for added fun) or even a fancy-dress event.

Halloween Marketing Tips

-  **Apply the research** – although the male grooming business is growing, beauty events are traditionally advertised towards women, who spend, on average, £22,000 on makeup products in their lifetime.
-  **Define your audience** – 23% of women chose purple as their favourite colour, making it a great colour for marketing your services towards women.
-  **Create a personal connection** – leave a pile of flyers on the counter so when your customers are ready to make their purchase, your staff can personally invite them to come along to the event!



Werewolf Myth

Werewolves, AKA Lycanthropes – shapeshifting creatures who turn from man to wolf in the light of a full moon. From *The Howling* to *An American Werewolf in London*, werewolf flicks are a Halloween necessity. Long before the days of ‘*Twilight*’ (team Jacob, anyone?), werewolves have been recorded in history as far back as Ancient Greek mythology.

The mythological ability for a human to transform into an animal-like state, such as a werewolf is often called Lycanthropy, which is derived from the name of one of the legendary kings of Arcadia in Greek mythology: Lycaon.

Lycaon was the ruler of Arcadia, an ancient region of Peloponnese (southern mainland Greece). However, Lycaon and all of his sons had begun to neglect their godly responsibilities. Zeus, king of the gods, learnt of this and came up with a plan – he would disguise himself as a peasant and visit Lycaon. However, it wasn’t long until Lycaon realised who his visitor really was.

A cruel trickster, Lycaon decided to test whether Zeus, king of the gods, was really all-knowing by killing and roasting his youngest son to feed to Zeus. Of course, Zeus realised what had happened straight away and, as you can imagine, he was less than impressed!

As punishment, Zeus transformed Lycaon and all of his remaining sons into werewolves before bringing his youngest son back to life and making him the king.



Hungry Howling Template

For a howler of a menu design that'll satisfy even the hungriest of wolves, we've created 'Hungry Howling' – great for adding a beastly twist to your menu ready for the festivity.

HUNGRY HOWLING

HALLOWEEN SPECIAL

JOIN US FOR A SPOOKTACULAR EVENING OF
CULINARY TREATS NO TRICKS!

£24 per person for a three course meal
including a glass of house wine

Starters

Pumpkin Soup

Finished with sour cream and crispy pumpkin seeds

Spooky Spiced Salsa and Nachos

Spicy enough to awaken the undead

Fangtastic Fondue

A spine-chilling sharing dish for the whole family

- Another brush style font, this style replicates the ripping effect that would be created by claws.
- The rest of the font is a clear, sans serif, making it easy for customers to choose from the variety of delightful dishes you've conjured up for Halloween specials.
- The chocolatey brown colour we've gone for to represent the werewolf is perfect for foodies – and looks a lot more appetising than other wolf-y colours like grey.



C:10 M:65 Y:75 K:50

C:15 M:100 Y:100 K:6

C:30 M:30 Y:30 K:100

C:65 M:6 Y:81 K:63

- Designing the fur in a cartoon form keeps it consistent with the fun flow of the rest of the menu.
- We've used comedy to tickle customers' taste buds, but you can change up the dishes completely with our free online design tool.

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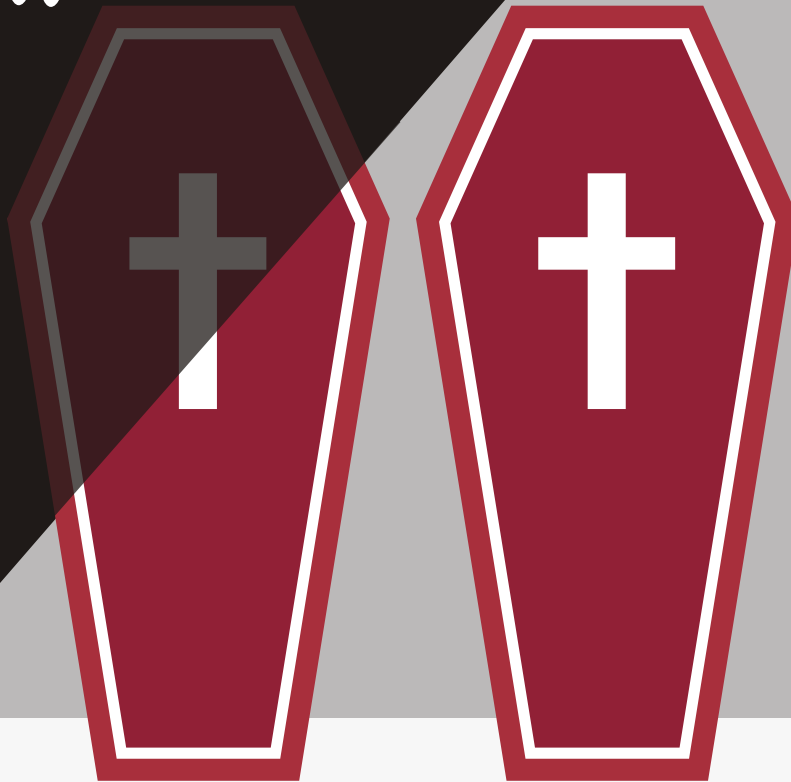


Halloween Marketing Tips

- **Give business a boost with seasonal menus** – 59% of consumers say they're more likely to purchase an item on a menu described as 'seasonal' and 49% say seasonal menu items are more appetising!
- **Draw attention to profitable dishes** – got a dish you want to promote? In that case, why not pop a bonus box around it? This will draw attention to this item and highlight it as a special.
- **Describe each dish in a way that suits your brand** – casual and light-hearted or formal and sophisticated. We've opted for a cheerful style filled with foodie puns, but included mouth-watering descriptions to make it clear what each course includes.

Halloween icons and images are great for adding a fun spin to your marketing. But remember to use them sparingly so that it's your business that stands out!

– Laura, Brand Manager



Vampire Myth

Thanks to the representation of vampires in popular culture, especially of Bram Stoker's *Dracula*, we're all aware of vampires as parasitic, bloodsuckers who don't have a reflection and can turn into bats. But how far from the 'tooth' is this? Stoker's inspiration for the title character of his novel actually has roots in 15th century Romania...

Vlad the Impaler – also known as Vlad III, Prince of Wallachia and *Dracula* (son of dragon in Romanian!) – was, as you can probably guess from his nicknames, a cruel ruler, notorious for the bloodthirsty ways he punished his enemies.

Vlad was known for his preferred method of execution – impaling his enemies. His reputation was also the influence for the infamous *Dracula* character.

Born in Transylvania, Vlad the Impaler was abandoned by his father after they were trapped and taken hostage by Sultan Murad II in 1442. His father, Vlad II, was told he could leave – as long as he left his two sons behind! Once freed, Vlad set out to seek revenge through bloodshed.

Folklore suggests that Vlad was responsible for the deaths of tens of thousands of people during his reign, and he was said to impale the bodies of his enemies, publicly displaying them to warn off other invading armies.

However, this deterrent clearly did not work as Vlad died as a warrior in battle against the Ottomans around 1477.

Vampire Template

As well as being bloodthirsty monsters, vampires also have to lure their prey. To make sure your sale or event is just as tempting as a vampire, we've created a spine-chilling design that's great for any kind of nightlife event!

- ✎ We've used a fresh blood red as our key colour for this design, letting it drip across a contrasting white page.



- ✎ Vampires are alluded to with the iconic fangs biting down on the mysterious opening times of our club.
- ✎ We chose a red background for the back of the flyer with white text to match our vamp's pearly whites!
- ✎ Vamp up your advertising by customising the main text – our design online tool lets you easily swap out text, so your event name can be the main attraction!



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Halloween is a fantastic opportunity for showing off your business' fun side – but, how do you pick a theme that suits your brand? Keep your brand look and target audience in mind before you pick a cutesy style or something dark and creepy.

– Jennie, Graphic Designer

Halloween Marketing Tips

- ✎ **Offer an incentive** – 71% of consumers believe that free samples, coupons and offers are useful for finding a service to suit their needs, so why not include an incentive with your flyer? This could be free admission or even 2 for 1 cocktails!
- ✎ **Include a call to action** – at the very top of our flyer, we're inviting people to 'join the party'. A call to action can help clarify the aim of the leaflet and increase your conversion rate.
- ✎ **Feature your social media or website URL** – as well as location, time and date, it's important to let people research your business online.