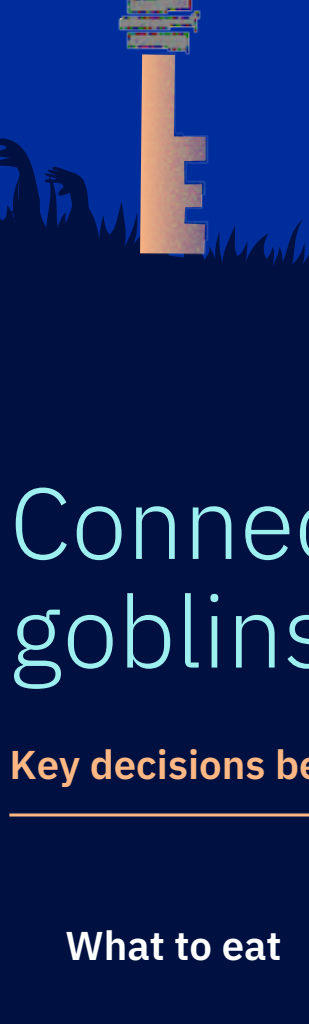


Fright forecast 2024

Conjuring success this Halloween season

The skeleton key: Weather influences decisions and purchases



78%

say knowing the weather forecast ahead of outdoor events informs purchase decisions to better enjoy the event.¹

1 in 3

are more likely to remember advertising aligned with the weather at an outdoor event they are attending, because it feels more relevant to them.²

Connect with ghouls and goblins in a planning mindset

Key decisions being made in advance, based on the weather:

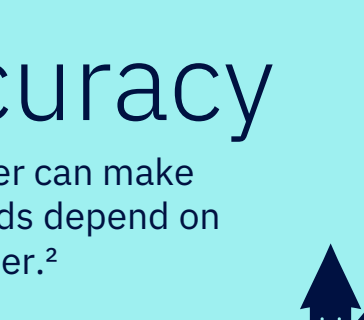
What to eat



What to wear



How to get there



The necessity of accuracy

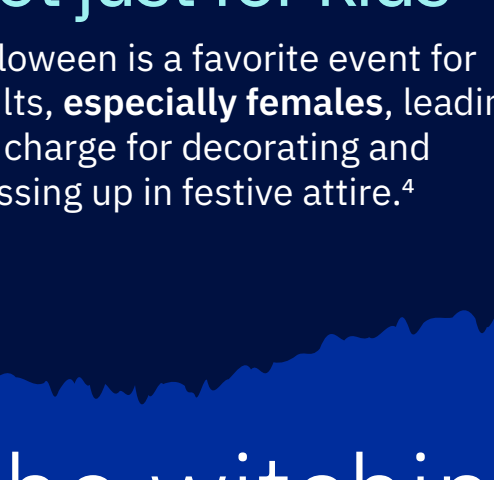
When it comes to outdoor activities on Halloween, weather can make or break the entire night. That's why consumers and brands depend on The Weather Channel, the world's most accurate forecaster.²

Unmasking the opportunity

Whoooooo relies on The Weather Channel every Halloween

The Weather Channel audience³:

53% Females



47% Males



Not just for kids

Halloween is a favorite event for adults, especially females, leading the charge for decorating and dressing up in festive attire.⁴



18 million

females have children under 18 living in the household.⁵

The witching hours

48 hrs

A wicked opportunity for brands to appear when consumers make final decisions: The Weather Channel data shows a spike in weather checks, peaking **two days** before Halloween.⁵

+27%

traffic increase two days before Halloween.⁶

50%

of The Weather Channel consumers say **getting ready for holidays and seasonal food and/or beverages** is what fall weather makes them most excited about.⁷

Fright this way to opportunity:

Your brand can appear at the very moment consumers are making their final decisions, ensuring your campaign messages are as timely as a bat's flight at dusk...

Conjuring clarity: Consumer decisions

Eat, drink, and be scary

Here's the trick...

October's coast-to-coast swing in temperature makes for a variety of drink picks, candy cravings, and celebratory costumes.

The Weather Channel digital users are brewing up huge plans for Halloween³:

62 million plan to buy candy

33 million will purchase decorations

27 million are costume shopping

23 million will go trick-or-treating

21 million each will attend house parties or buy alcoholic beverages

16 million will host a Halloween party

...and the treat:

Candy crushers

TWC users make up 40% of all Halloween candy purchasers. Chocolate is king of the realm:

72%

bought chocolate in the past 6 months.⁸

Boooooo-zy bros

TWC also reaches nearly **40% of consumers** buying alcohol for Halloween events, particularly men (index 137 vs. women).³

Seasonal sips

65% of TWC users say fall weather impacts beverage choices, and **60% are ready for a festive-specific cocktail.**⁹

Party animals

TWC men are also more likely to attend Halloween parties or hit bars/clubs compared to women.⁹

The Weather Channel digital properties:

Your content cauldron

Even ghouls and goblins look for weather content, so it's a prime time for marketers to tap into spirited insights for key planning moments. Let's have a peek:



Planning potion

The Weather Channel reaches over **126 million** unique users across its digital platforms in the United States, offering a treasure trove of reach for marketers.⁸



Last-minute magic

On mobile, The Weather Channel app traffic spikes six days prior to the holiday. Engage audiences in the hours leading up to trick-or-treating.⁵



Click-through from the crypt

Integrated Marquee — high impact creative integrated into The Weather Channel app home screen — engagement peaks in the hours right before + during trick-or-treating.¹⁰



Geo-specific sorcery

Since weather experiences vary across the country, The Weather Channel digital properties help consumers prepare for their unique local conditions.

Cast your spell: 3 clear strategies



1. Thrill with key planning moments: Use The Weather Channel app data to align timely ads with users checking Halloween weather forecasts.

2. Conjure up weather-based creative: Capture attention with contextually relevant messages (e.g., warm accessories for cold nights).

3. Mesmerize last-minute shoppers: Use dynamic ads to highlight fast-delivery options for eleventh-hour decisions.

¹ Source: TWC Entertainment Behavior Survey, Jan 2024. ² Source: ForecastWatch. ³ MRI-Simmons Catalysts 2024 Q3 Trending Topics Study. ⁴ Source: Mintel Report Customs & Traditions US 2023. ⁵ Source: Qlik, daily visits, average, 2000, 2021, 2023. ⁶ Lift(+27%) is Oct. 29th vs. average visits in the month of October. ⁷ TWC Fall Outlook 2022. ⁸ Source: MRI-Simmons Fall 2023 Doublebase / MRI-Simmons Spring 2024 Doublebase. ⁹ Mintel Reports Foodservice Alcohol Trends 2023. ¹⁰ Source: GAM, 10/31/23