



Say “B-OOH” This Halloween With Programmatic OOH!

With over 73%¹ of US households participating in Halloween celebrations, Halloween has become the third largest commercial event behind Christmas and the Super Bowl.²

Programmatic OOH connects brands with Halloween shoppers leveraging high-impact creative near and inside physical store locations. Leverage Place Exchange to reach your consumers this Halloween in a variety of real-world contexts, from the store to the street, all with scary levels of campaign flexibility!



\$12
billion

was spent on Halloween in 2023 – the most ever spent³

\$6.4
billion

was spent on Halloween candy in 2023⁵

62%

of consumers are influenced by OOH ads during the Halloween season⁴

79%

of consumers plan to buy Halloween items in store³

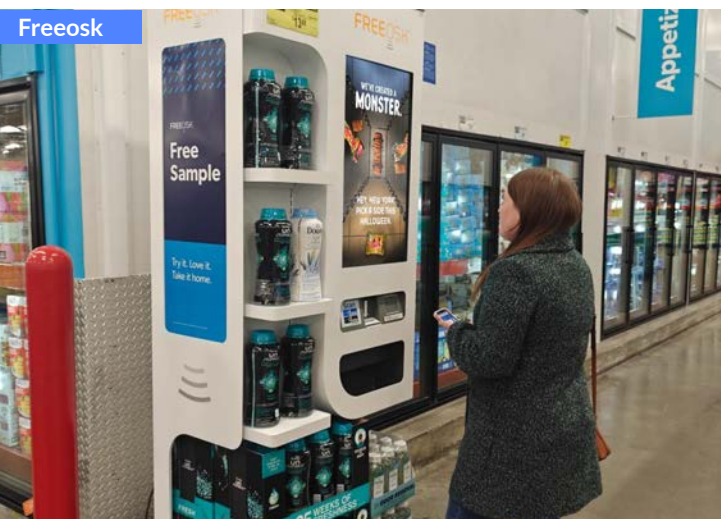
Source: ¹Statista 2023, ²AdAge 2022, ³National Retail Federation 2023, ⁴AYTM 2022, ⁵National Confectioners Association, 2023

Reach spooky shoppers with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US with over 465,000 screens

- Storefront video/displays ads capturing attention at the point of entry
- Aisle and Endcap video/display ads at the point of consideration
- Checkout video/display ads at the point of purchase
- Billboards, street furniture, transit, and other formats capturing the journey to and from retailers



Stay top-of-mind with dynamic creative executions & offer deals with QR codes



Dynamic Creative to tailor messaging and increase relevance

Use dynamic creative to make your message relevant, using real-time triggers, dynamic data feeds, directions, countdowns, and more.



QR codes to drive promotional offerings and engagement

Place QR codes on any eye-level screen, enabling customers to engage with your ad, receive special coupons, and more.

Contact sales@placeexchange.com to learn more.