

Our Spooktacular Internet Picks of the Week

BRANDS DIGITAL EDINBURGH

ALICE MCKINNEY - TRAINEE PLANNER BUYER 26 OCT 2018

In this weeks internet picks of the week we look at the brands getting Halloween right and some that are getting it frightfully wrong.

Spotify too scary for some!

As we approach the night where the veil between our world and the spirit realm thins, things start to go bump in the night. Creepy dolls come alive, seeking out young victims as they innocently dance to the latest hit songs – or so Spotify would have us believe... Their latest ad tapping into the scary thrills of Halloween has fallen foul of the Advertising Standards Authority for being 'likely to cause undue distress to children'. Despite 89% of the viewers of the ad being over 18, the ASA ruled that the ad was unduly distressing and irresponsibly targeted as it ran on a gaming channel which appealed to children.

[Find out more about the Spotify](#) ad if you dare...

Giff-Gaff Gone

Spotify weren't the only ones to have over-scared their customers – this week, mobile Network Giff Gaff had to pull its Halloween ad featuring Esme, an orphaned 'monster girl' taken from her misfit family and placed with a 'normal' family. The ad was pulled one day after its launch, with Giff Gaff apologising for 'any offence to the adoption community' after a deluge of complaints emerged about the distress it could cause to children who have been removed from the care of their families.

[Giff Gaff miss the mark this Halloween](#)

Sainsburys Spooky Stop Motion Partnership

Wes Anderson fans are in for a treat this Halloween. The animation lead behind the Isle of Dogs movie teamed up with Sainsbury's to create a stop-motion Halloween campaign. With a terrified pumpkin the star of the creative, we see a series of scary products (the puppets were created by another of Anderson's collaborators) twist around the scene to the song 'Round the Twist'. The ghoulish stop motion ad is a more playful approach to the season, to promote finding 'surprisingly strange things' at Sainsbury's.

[Spooky stop motion madness for Sainsbury's](#)

Fanta take ownership of Halloween

One brand hell-bent on owning Halloween this year is Fanta, who have launched a monstrous experiential campaign: Frightening Fanta. It features bespoke limited-edition bottles and cans and introduces two new flavours chosen by fans: Blood Orange Zero and Pink Grapefruit Zero. The campaign includes Snapchat lenses and filters for users to create a truly spooktacular social media moment, and their biggest ever event: Twisted Carnival.

[Fanta is to Halloween what Coca-Cola is to Christmas](#)

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