

HAPPY HALLOWEEN FROM 6P!



At 6P, we like to celebrate “spooky season” annually by dressing up in themed costumes. This year, we did things a bit differently by having a virtual costume contest! No matter how you decide to enjoy Hallows’ Eve this year, we hope you have a safe and spooktacular Halloween!

Below, find some sweet tips on how to leverage Halloween for your October marketing campaign.



Halloween by the Numbers

Take a look into the numbers that make up trick-or-treaters and crypt-keepers alike during this haunting holiday.

[Read more](#)



Orange isn't so Ordinary

This Halloween-inspired colour is actually one that often exudes happiness, not horror – read the psychological dissection of this pumpkin-y hue.

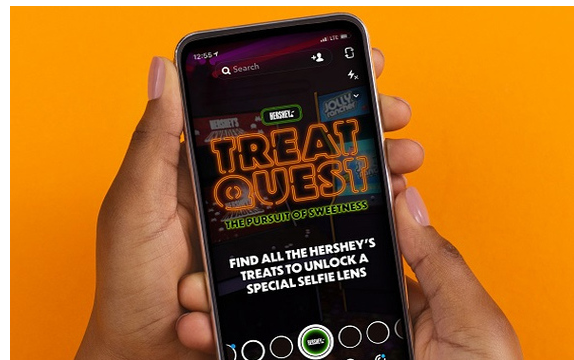
[Read more](#)



Marketing to Sink Your Teeth Into

From fleshy flavours to terrifying T.V. trope-inspired commercials; view these bat-tastic campaigns created for the October occasion.

[Read more](#)



Hershey's Virtual Treat Hunt

Learn how the candy company made trick-or-treating accessible (and safe) throughout the entire month this year.

[Read more](#)

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