



Say “B-OOH” This Halloween

According to Statista, UK spending on Halloween products has quadrupled since 2013, reaching £775 million in 2024.¹ Capitalize on what one of the fastest growing commercial holidays in the EMEA region.

Programmatic DOOH 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!

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.