



Halloween 2020.

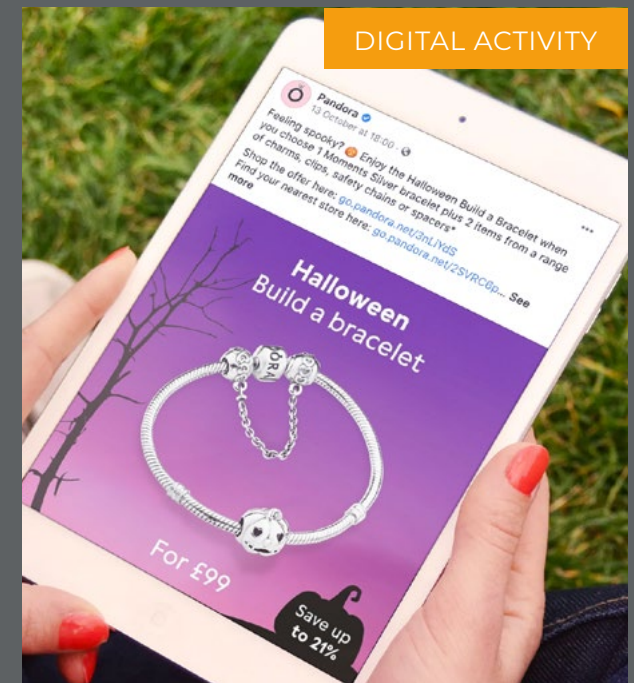
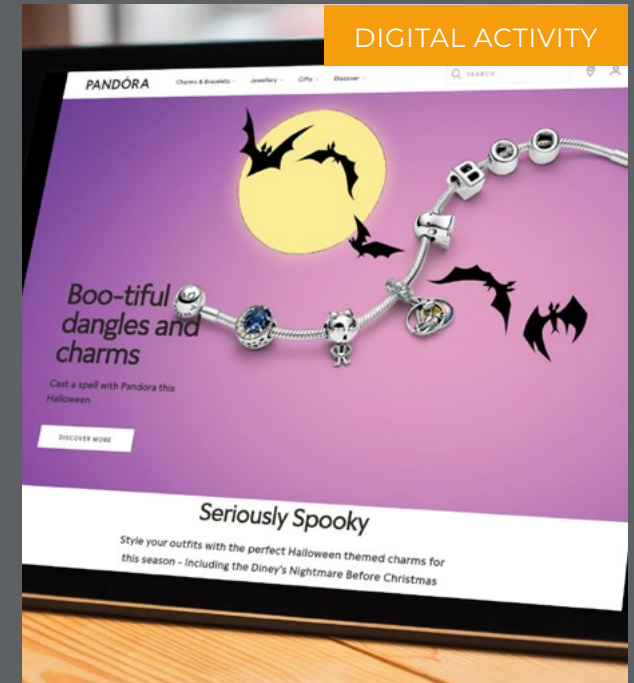
Jewellery

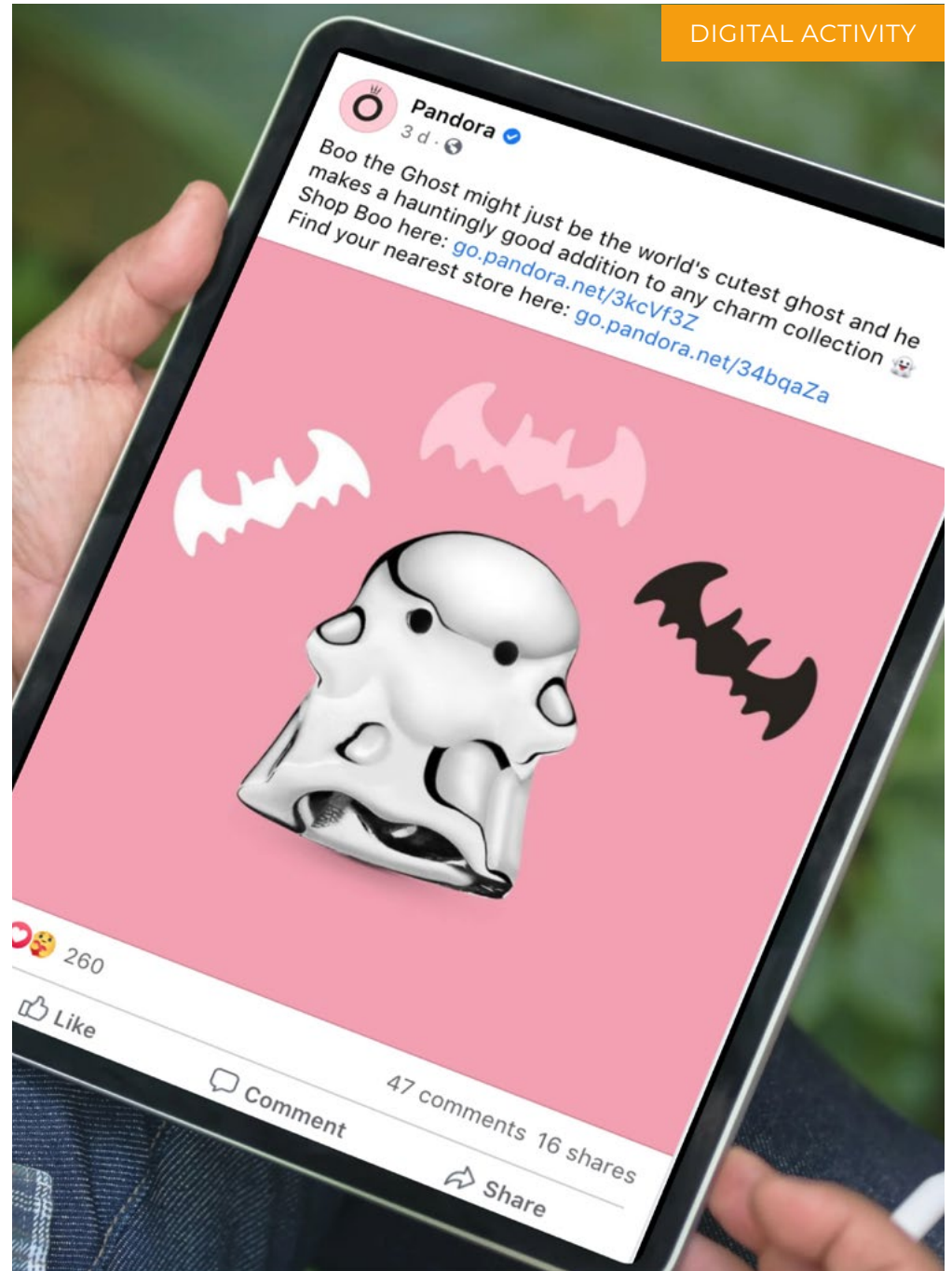
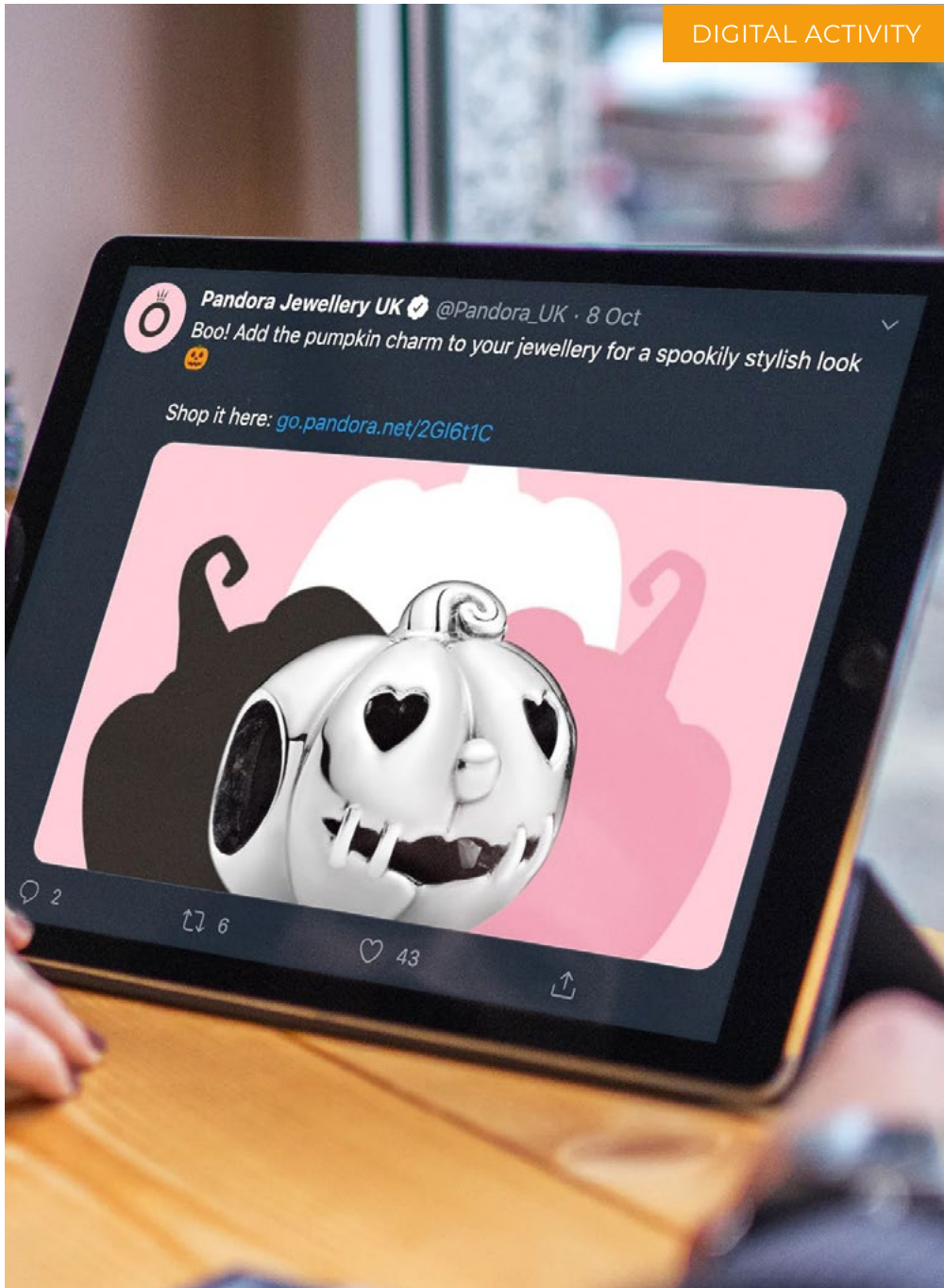
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PANDORA

Pandora's collaboration with Disney means the brand has a huge number of options to choose from when it comes to events throughout the year. For Halloween 2020, Pandora centred on its 'Nightmare Before Christmas' collection, which was showcased via a dedicated display case and humble POS signage.

Online, on both social media and the brand's website, it promoted its selection of Halloween charms, often with playful seasonal graphics and a colour scheme of either Pandora's usual pale pink, or a deep purple night sky.



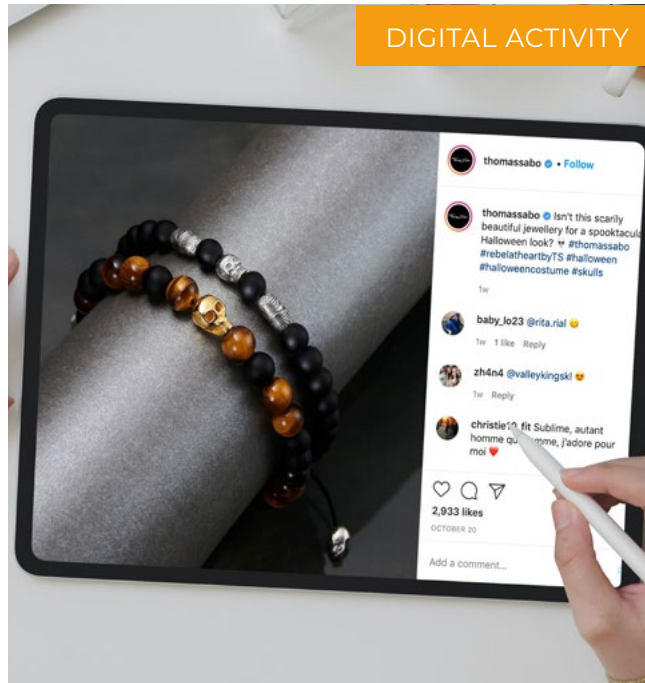


Thomas Sabo

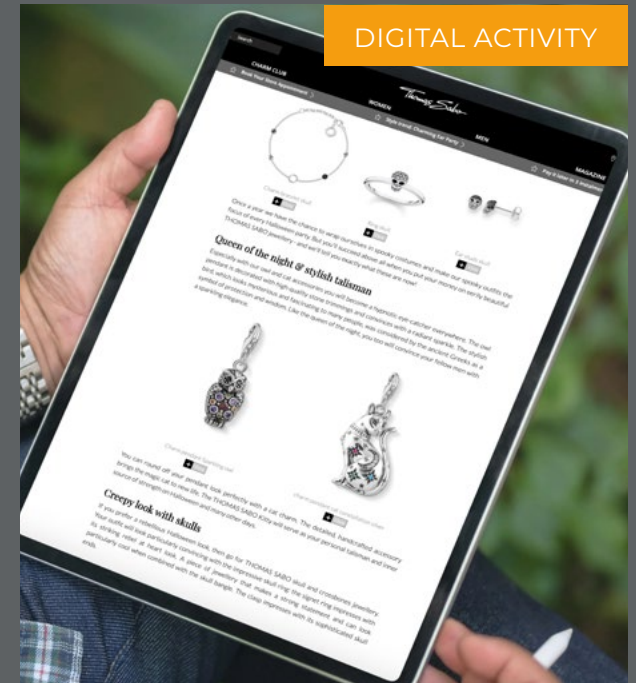
Through its social media activity, Thomas Sabo pushed customers towards its Halloween range using short, conversational messaging and beautifully styled photography.

The understated feel continued onto the brand's website, where the clean, simple layout made it easy for customers to find what they were looking for.

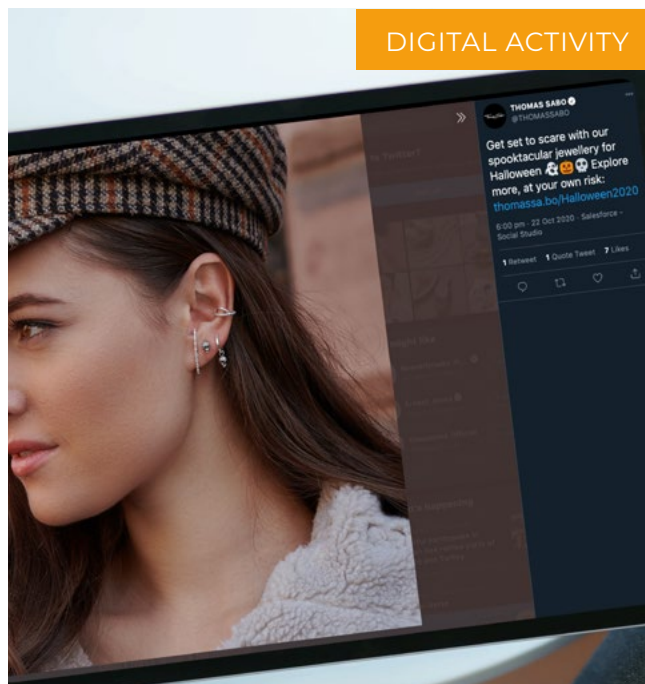
DIGITAL ACTIVITY



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“This was a sleek and refined Halloween campaign – Thomas Sabo found subtle ways of incorporating the theme but never compromised on its established aesthetic.”

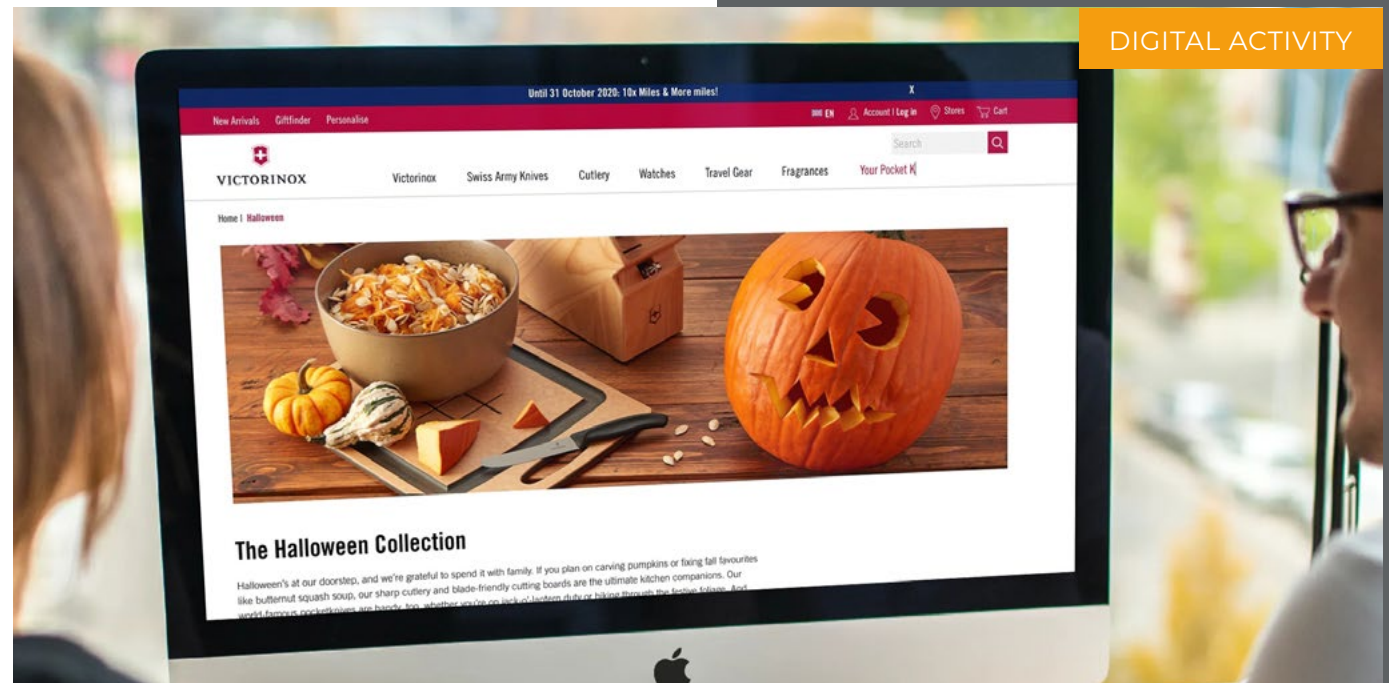
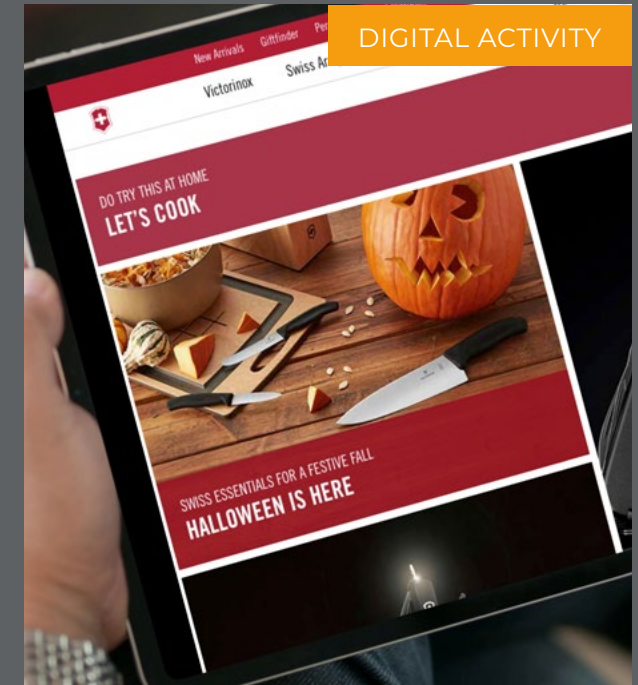
Claire Cooper
Creative Director



VICTORINOX

Pumpkin carving is a staple of Halloween, so that's where knifemaker Victorinox directed customer attention.

As well as highlighting its range, the brand gave added value to users with a guide on how to carve the ultimate pumpkin, which included step-by-step instructions and key safety tips.





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Thank you

Get in touch for more information
or to discuss opportunities for your business

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team**itg**