



HALLOWEEN HORRORS COME ALIVE!

SWIPE IF YOU DARE



MARKETING GETS A DARK TWIST

Like horror films, today's marketing draws us in, engaging us through suspense and anticipating our every move.

Let's take a closer look at some iconic Halloween horror themes marketers are drawing inspiration from.



PREPARE FOR SOME HAUNTINGLY CLEVER TACTICS!



“IN HAUNTED MANSIONS, EYES LINGER LONG
AFTER YOU’VE PASSED.”

Hidden eyes peer from behind dusty paintings, and
walls themselves seem to watch in eerie silence
— reminding every visitor they’re never alone.



FACIAL RECOGNITION IN STORES

In stores, it isn't Annabelle doing the watching but rather AI! AI-driven cameras can track shoppers' movements, creating personalized experiences for each guest.

MARKETERS TAKE NOTE:

Unlike a Haunted House, Amazon Go uses AI-powered cameras to track customers as they shop. In the future, we could see ad boards change to what the user is shopping for.



"THE SCARIEST THING ISN'T IN THE SHADOWS...
IT'S WHAT STARES BACK FROM THE MIRROR,
WATCHING YOU."

Stand before the mirror, but beware—it sees more
than just your reflection... almost as if it holds
secrets of its own!



AI ENHANCED MIRRORS

Just as haunted mirrors reveal hidden figures, AI-enhanced mirrors seem to “know” their users on a deeper level by analyzing skin tone, texture, and facial features.

MARKETERS TAKE NOTE:

These mirrors analyze preferences and suggest products instantly, creating a personal experience. They give brands insight into consumer desires, helping tailor products, offers, and ads that truly resonate.



**“UNKNOWN SPIRITS HOLD ALL THE ANSWERS...
IF YOU DARE TO ASK”**

Bridging the gap between the living and the dead.
Whisper your question and watch the Ouija board
move as if guided by unseen hands.



AI CHANNELS THE BEYOND

Just as people use Ouija boards to connect with spirits, users turn to AI chatbots to ask questions and gain information. The Ouija board reflects unconscious thoughts, while chatbots reflect patterns from inputted data, both acting as mirrors.

MARKETERS TAKE NOTE:

These chatbots can feel mysterious but marketers can use them to analyze interactions with consumers to determine preferences, behaviours and purchasing habits.



**“HAVE YOU EVER HAD THE FEELING THAT
SOMEONE IS WATCHING YOU?”**

Lurking just around the corner, the unseen stalker follows you, seeming to know your next move even before you do.

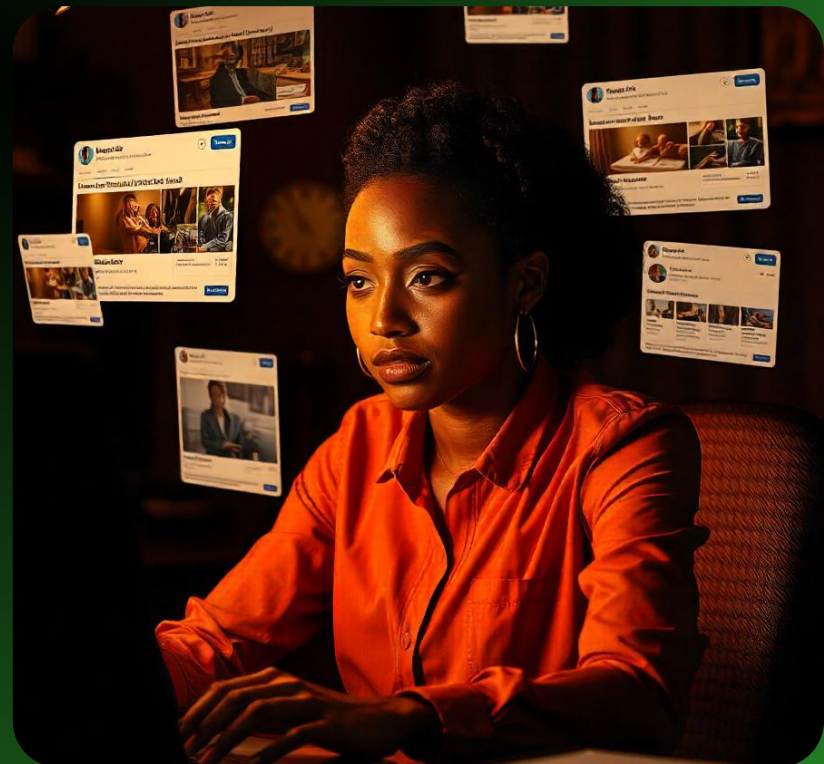


TARGETED ADS

Who *hasn't* mentioned wanting a product to a friend, only for personalized ads to pop up? Sometimes, it seems like thinking of a product is enough to trigger a targeted ad, as if some unseen stalker has been tracking your every move.

MARKETERS TAKE NOTE:

It's great when we can accurately predict customer desires to target them effectively, but when the ads get too personal it can really creep a customer out!



“WHAT’S SPOOKIER THAN SEEING A GHOST?
IT’S HEARING ONE YOU CAN’T SEE...”

In the silence, a faint whisper calls your name—
close, yet invisible—reminding you that some
spirits are felt, not seen.

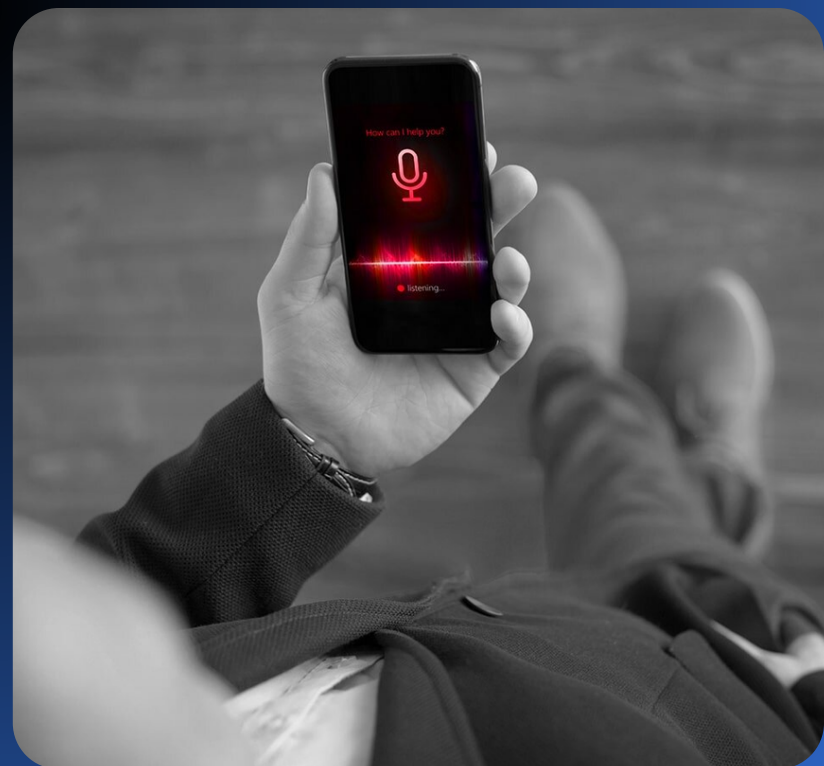


AI VOICE ASSISTANTS THAT LISTEN

Like a presence lingering in the background, AI voice assistants like Alexa and Siri are always listening. While a spirit might know personal secrets, voice assistants are learning our habits and preferences, as if they know our needs before we do.

MARKETERS TAKE NOTE:

Just as AI voice assistants quietly listen and gather insights, marketers can use this data to push targeted ads.



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