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N2O COLLABORATES WITH TESCO TO DELIVER HALLOWEEN *TRAIL TO TREATS* MULTI-BRAND RETAIL EXPERIENCE ACROSS THE UK

Award-winning creative brand experience agency, N2O, is set to captivate shoppers this Halloween with the *Trail to Treats* touring roadshow, born from the retailer's new Halloween toolkit.

This engaging event will reach selected Tesco stores nationwide, designed as a way to bring the toolkit's spooky characters to life with Tesco shoppers. Kicking off the retail experience, visitors can sample products from an array of specially selected brands, including Mr Kipling, Monster Munch, Jammy Dodgers, Party Rings, Chupa Chups, Maryland Cookies, Accolade Wines and Diablo Wine.

Customers are then be invited to hunt for the characters within the aisles, using clues to find letters that spell out a mystery word. To add to the attraction, a fun photo opportunity will feature in the foyer, where shoppers can capture a memorable moment with one of the spooky characters featured on the trail.

Steve Frith, Art Director at N2O, said: "Halloween is an increasingly popular seasonal moment in consumers' calendars, so we wanted to encourage customer engagement with a bit of theatre and entertainment, bringing Tesco's Halloween toolkit to life like never before. With a whole host of spooky new characters to play with, we wanted to introduce them to customers in an interactive and memorable way, weaving them through a retail experience. The activity is set to entertain and inspire; from the sampling of treats and the fun of the trail, to a themed prize and promoted supplier offerings."

The Trail to Treats is live from 5th to 31st October. Locate your nearest activity at: [Tesco House of Halloween \(tescohalloeen.com\)](https://www.tesco.co.uk/halloween)

ENDS

We win fans for brands, wherever they are through creative brand experiences that engage the right consumers, at the right time – at home, in-store, out of home or online.



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We apply 20+ years of marketing experience to successfully deliver our clients' requirements, across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

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