10 Halloween Ads That are Scary Good

Sometimes adulting is scarier than ghosts and haunted mansions.

That’s one theme that emerged from this year’s Halloween ads. Another is that ‘90s nostalgia being all the rage right now, but maybe we don’t want every part of that decade to come back (thanks for the reminder, Gushers). And finally, everyone is an influencer these days—even the Grim Reaper.

Scroll down for ADWEEK’s roundup of the best and most memorable Halloween campaigns of 2025. And happy trick-or-treating.

Ikea | “Halloween Essentials” by INGO



Ikea cleverly spotlights its products in its Halloween campaign by depicting the universal experience of clutching soft furnishings while watching horror movies. The brand’s cushions, throws, and duvet covers are the ultimate shield from screen frights.

Gushers | “Fruitheads” by Imagine Entertainment

[embedded content]

If you’re a child of the ‘90s, you may still be haunted by Gushers’ “Fruitheads” commercials, in which kids’ heads turned into fruit after eating the candy. The brand revived the concept for a short horror film starring Bradley Whitford, who turns to dark magic to invent a wickedly transformative candy.

Columbia Sportswear | “Death Wishes” by adam&eveDDB

The Grim Reaper is now an influencer. The harbinger of death took over Columbia Sportswear’s social media accounts to promote the limited-edition Powderkeg II Remastered Interchange jacket, which has a will and testament stitched into the lining. Reaper also asked fans to share their outdoor near-death experiences, while bragging that “Columbia makes its gear so tough, it could outlive you.”

Yahoo | “Reply All Is Scary” by Yahoo Creative Lab

In the workplace, there’s nothing scarier than accidentally hitting “reply all” to an email. Yahoo brings this terrifying moment to life with comedian Steph Barkley, who makes the mistake while working in a coffee shop and faces the terrifying consequences.

M&M’s | “Horrific & Delicious” by BBDO Energy

[embedded content]

You might be scared of poltergeists, but M&M’s Spokescandies’ biggest fear on Halloween is being eaten.

Skittles | “Ghost Roommate” by OMC

Skittles tried a new format for Halloween this year, running a sitcom about a “ghost roommate” that’s bingeable in just 63 seconds. It will span TV, social, digital, and include a podcast integration with Not Gonna Lie with Kylie Kelce.

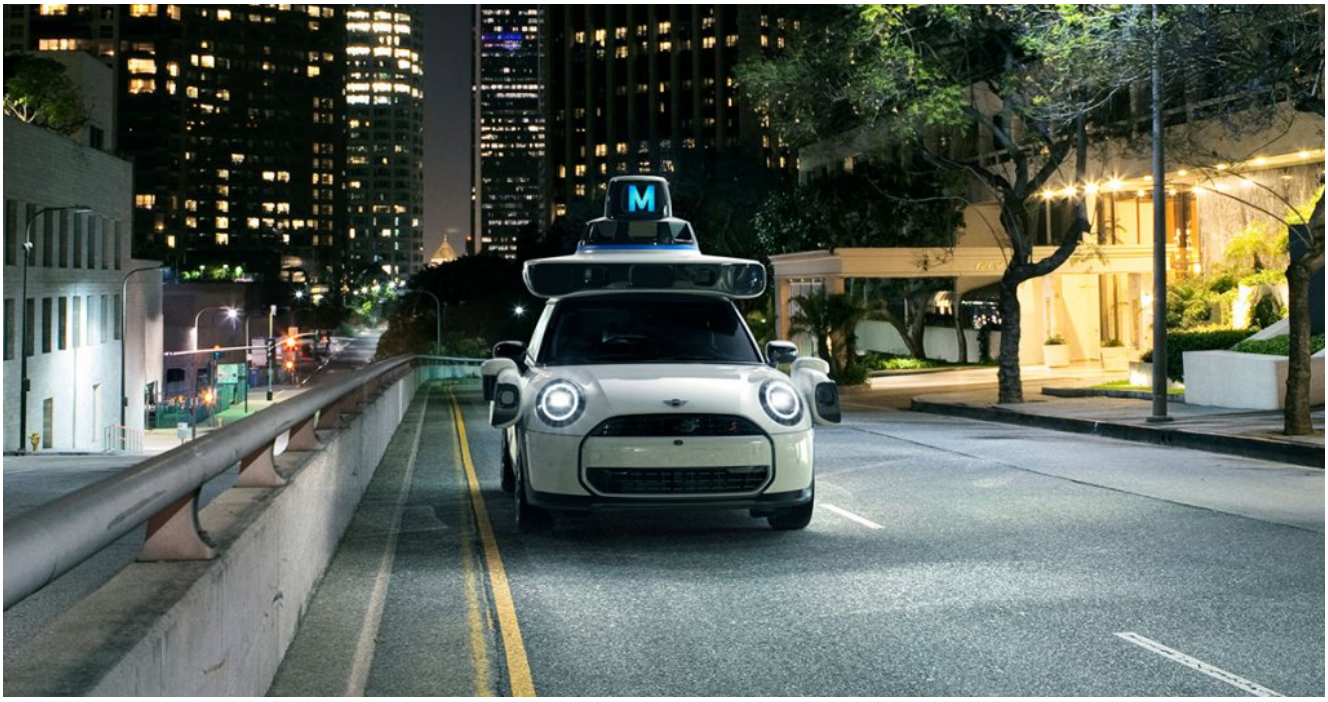
Lego | “Ghost Train of Adulting” by Our Lego Agency

In 2025, no one is spooked by skeletons or ghosts anymore, because modern life is scary enough. A ghost train made out of Lego bricks makes stops at different “adulting” horrors, like your phone dying, receiving a call from an unknown number, and getting ghosted by a date. The series will run across social channels.

Capri Sun | “Trick & Treat” by Mischief & No Fixed Address

Why choose between trick-or-treat when you can have both? On the ultimate night of mischief, Capri Sun is playing a prank of its own. The brand released a limited-edition pouch that looks exactly like its normal one, but lined with a high-strength ripstop nylon and heat sealed from the inside, making it impossible to pierce.

Mini | “Elloween” by Goodby Silverstein & Partners



Mini dressed up as something scary for a lot of drivers: self-driving car Waymo. “In a world moving towards driverless cars, Mini is using its iconic humor to show that driving a Mini yourself is way more fun than getting chauffeured by a ghost,” said Kate Alini, head of marketing, product, and strategy at Mini USA.

Custom Ink | “Undead Acres” by Mekanism

[embedded content]

The tables are turned in this decaying suburban town, where the undead dress like their favorite humans for Halloween. Zombies, vampires, witches, and Frankensteins pull of the looks in Custom Ink gear, from wine mom “Sippy Cup” mugs to Karen’s custom tracksuit and tumbler that says, “I WANT TO SPEAK TO YOUR MANAGER.” Mekanism’s AI Superstudio is behind the work.

Recommended videos
https://www.adweek.com/creativity/10-halloween-ads-that-are-scary-good/