

The 13 most-shared scary ads of all time

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At some point over the past few years, brands realised that making people feel a bit nervous sold products, or so the term 'prankvertising' would lead you to believe. Halloween has become a showcase for such tactics, but which **brand** has the most popular content online?

We've teamed up with *Unruly* to look at the most shared videos this year, unleashing the most frightening and nerve-wracking videos from the shackles of the internet for your pleasure (or pain).The film studios do lead with the scary promos but they employ tactics all **brands** could adopt.

Watch, if you dare.

1. Devil's Due film - [Devil Baby Attack](#) - 2,185,323

2. [Poltergeist Official Trailer](#) - 676,737

3. [Insidious Chapter 3 Teaser](#) - 639,988

4. LG - [So Real It's Scary](#) - 592,892

5. [Dead Island: Official Announcement Trailer](#) - 545,190

6. [Dirt Devil - The Exorcist](#) - 339,431

7. [LG Ultra HD TV Prank: End of the World Job Interview](#) - 222,219

8. [Snickers Halloween Grocery Store Lady](#) - 147,498

9. [Goosebumps Official Trailer](#) - 165,650

10. [Fragile Childhood: Monsters](#) - 122,761

11. [Remco - Baby Laugh'a'Lot Original Commercial](#) - 111,229

12. [Telekinetic Coffee Shop Surprise](#) - 108,774

13. [Crimson Peak Official Teaser Trailer](#) - 107,767

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