

BATTLE FOR THE \$75B BACKPACK



Sharpen your targeting strategy with back-to-school battle plans

Last year, shoppers spent more than \$75B* on back-to-school products. The insights below show how and where to connect with these buyers so you can strike with the right message to the right audiences this season.

#1

Purchase behavior is driven by student age

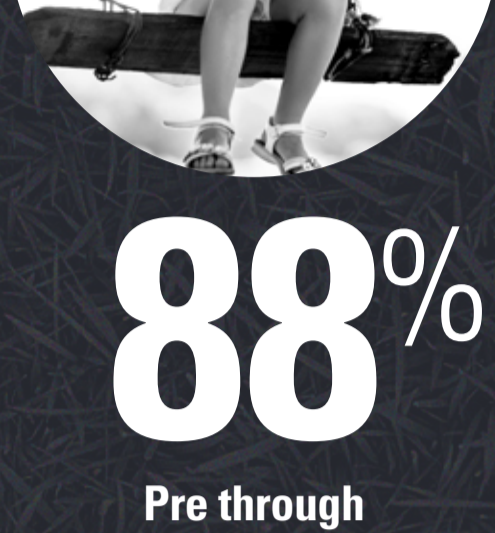


Convenience and discounts win out over brand names for younger students. Parents choose e-commerce to find deals.

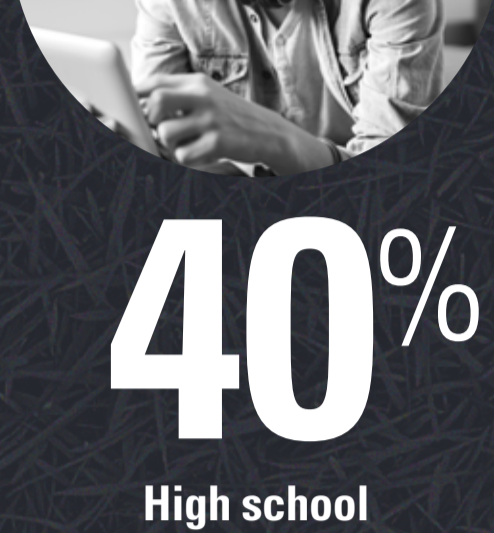


As students grow, so does the desire for brand names. Parents with their teens choose in-store shopping.

Percentage of online back-to-school shopping transactions

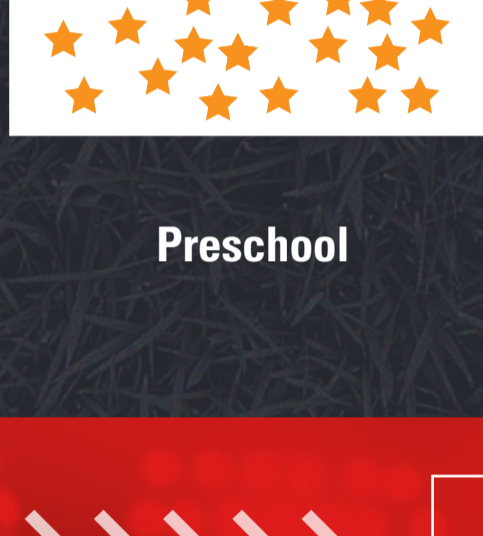


88%
Pre through elementary school



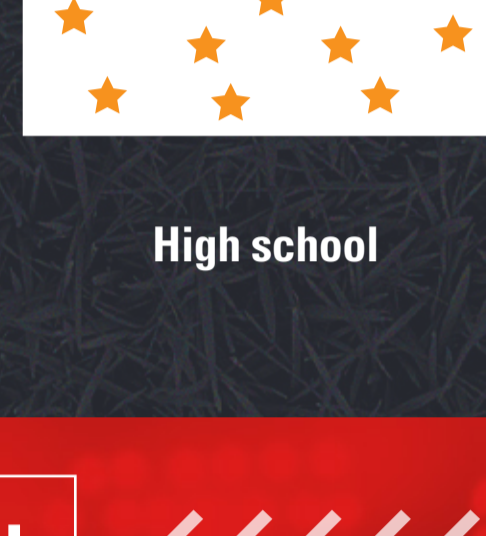
40%
High school

Parents printing coupons from the web



Preschool

2x
DROP



High school

BATTLE PLAN

For parents with younger kids, focus on promotions that include cost-saving coupons and drive to e-commerce sites.

For parents with older kids, optimize your creative to drive buyers in store.

#2

Back-to-school impacts the whole house not just the wardrobe



Fall's arrival means parents stock up on cleaning supplies, office essentials, cooking items and personal care.

Back-to-school season compared with rest of the year:



BATTLE PLAN

Back-to-school signals it's time for a fresh start. Target parents with household restocking messages across relevant categories.

#3

When mom still packs lunch, it's healthy



11%
MORE
CPG Premium



13%
MORE
Fresh & Healthy

Families with younger kids buy Consumer Packaged Goods premium brands and "Fresh & Healthy" options more often than those with teens.

Top 3 snack brands for younger kids



Nabisco
Teddy Grahams



PEPPERIDGE FARM
Baked Naturals Four-Cheese Cracker Crisps
Baked Naturals Simply Multigrain Cracker Chips



Keebler
Animal Crackers

BATTLE PLAN

Target moms who have younger kids with healthy messages and visuals in creative.

#4

Families are considering big purchases as they send their kids back to school

Top web-browsing topics compared to U.S. baseline

Middle school

Parents eye more worldly travel for their next family vacation during holiday break



- Travel to Caribbean (3.5x)
- Travel to Europe (3.26x)
- Camping/Hiking (2.98x)

College

As teens become adults, families plan for their financial future



- Jobs & Career advice (8.31x)
- Automotive insurance (2.99x)
- Personal finance (6.98x)
- Credit card (3x)
- Computer hardware (2.36x)

BATTLE PLAN

Now is a great time to look for in-market big spenders that match with their children's life stages.

*eMarketer US Holiday Season Spending, by Holiday, 2016 & 2017, National Retail Federation (NRF) as cited in company blog, Feb. 9, 2017.