

Seasonal Marketing



AT THE MOMENT

Change of plans. Back-to-school and holiday shoppers are on a mission, actually several mini missions. Understand their motivation and what moments you can boldly impact, instead of attempting to cover an extensive, elusive season. This means you still have time!



Moment 1 Shopping for the classroom pantry¹

Teachers often solicit parents' help to stock items like wipes, Kleenex and extra supplies that kids will need. Only 66% of such pantry shopping trips were done by end of August last year.



Moment 2 Shopping for their own kiddos¹

The “season” now goes longer and parents are holding out for the sales right before or after school starts. Trying to stretch budgets and summer as long as possible with their tykes and teens.



Moment 3 Shopping after seeing peers¹

Kids take note of what classmates are wearing, carrying and using once they see each other in the halls. Then “reaction shopping” begins – after the traditional back-to-school season supposedly closed.



Moment 4 Earlier early-bird, holiday shoppers

Why wait until Thanksgiving? The number of parents with children at home who start their holiday shopping in September or October has leapt from 31% in 2009 to 36% in 2016. (All adults: 26% to 28% same years)²



Moment 5 Last-minute shoppers

Most people still have shopping to do a few days before Christmas. 61% of U.S. internet users confessed (or maybe professed) as much.³ Time for power shopping – whether online or in-store.

TIP 1 How to impact those moments

Print & digital required. When it comes to deciding where to shop for back-to-school, they account for **8 of the top 10 media influences**.⁴



TIP 2 How to impact online activity

Digital media is fast to implement. You can still catch parents at the “research” stage of their purchase planning, not to mention online shopping.



NEARLY 1 in 3

Parents will shop for back-to-school via smartphones, and **25%** will use their phones to browse and research items.⁵

61%
Of U.S. parents will research online before purchasing back-to-school products in-store⁶



TIP 3 How to match their mindset

About 2/3 of holiday shoppers say the #1 reason they start shopping in October or earlier is “to spread out my gift shopping budget.”² So help them save with relevant offers on potential gifts, leveraging shopper data.

Why Begin Holiday Shopping in October or Prior?

To spread out my gift shopping budget

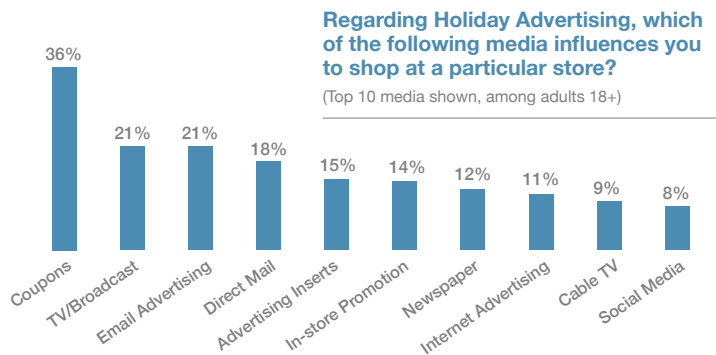
63%
Adults (18+)

70%
Millennials

68%
Parents: HH with Children

TIP 4 How to influence holiday shoppers

Catch bustling holiday shoppers at home and away, and sway their store decision with a multi-media campaign. Print and digital account for **7 of the top 10 media influences**.⁷



TIP 5 How to seize any moment with quick-turn media

For your media planning convenience – and success – check out some of Valassis' quick turn media options. Last-minute shoppers may really appreciate your timing and personalized offers.

3 - 6 Weeks

- Inserts
- Variable Data Postcard

10+ Business Days

- Digital Coupons
- Dynamic Mobile (custom)
- Email

5 - 8 Business Days

- Dynamic Mobile
- Mobile Offers

3 Business Days

- Display Ads
- Newspaper ROP Ads

SOURCES: 1. The NPD Group, “Prime Days and Mini-Seasons: Looking Differently at Back-to-School Shopping,” 2017; 2. Prosper Insights & Analytics, October 2016 Survey; 3. eMarketer, “Online Holiday Shopping Forecast and Trends 2016” (citing a CivicScience survey, Dec. 2015); 4. Prosper Insights & Analytics, August 2016 Survey; 5. 2016 FatWallet Back-to-School Survey; 6. Deloitte Back-to-School Survey, 2016; 7. Prosper Insights & Analytics, December 2016 Survey.