

RETAIL GUIDE

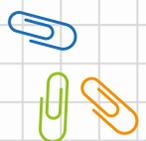
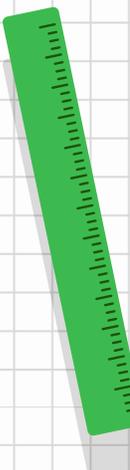
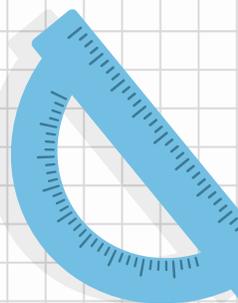
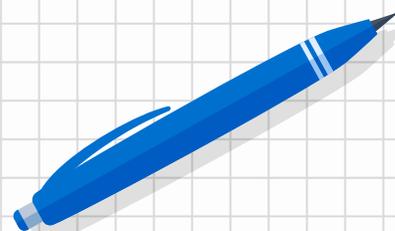
THE **A B C**s
OF GROWING REVENUE

THIS

BACK
TO
SCHOOL

SEASON

Here's your crash course to connect with back-to-school shoppers as they head back to the classroom – some for the first time since 2020.



HOMEROOM INTRODUCTION



Back-to-school in 2021 has taken on a new meaning. For many, the September smell of freshly sharpened pencils and a crisp notebook will feel new again after a year of virtual schooling. Despite the rise of the Delta variant of COVID-19, from May to late June 2021, there was **27% increase in the number of Americans who believe students should be back in full-time in-person schooling this fall.**

As retailers, you know that back-to-school means back-to-stores and there is a 9% increase¹ predicted in year-over-year school supply spending for 2021. While a computer was the only thing most students needed for a year spent on classroom video, now they're going to need new pens, books, backpacks, and clothes. Pajamas won't be the school uniform du jour anymore.

How do you make sure you're the brand back-to-school shoppers look to as they scour the aisles for the latest trends and must-haves? Particularly as **spend per child looks to increase to \$286 per child in 2021.**¹

To drive revenue, you need to reach the right shoppers in the right place with the most effective messaging and creative. You need to leverage a 360-degree view of consumers to speak to their values, priorities, daily routines and life stages and understand what motivates their decisions and buying behaviors. It's also important to know what else drives their purchases — is it brand love, price or convenience?

Get the answers to these and other questions in the **Resonate Ignite Platform™**, where you'll find thousands of data points on consumers. With new privacy measures and cookie-free classrooms, enriching your first-party data is more important than ever. It's easy to do in Ignite or through data append. Throughout this guide, you'll find analyses, visualizations, and reports that you can create on both your customers and your competitors' customers, with access to this easy-to-use, all-in-one solution.

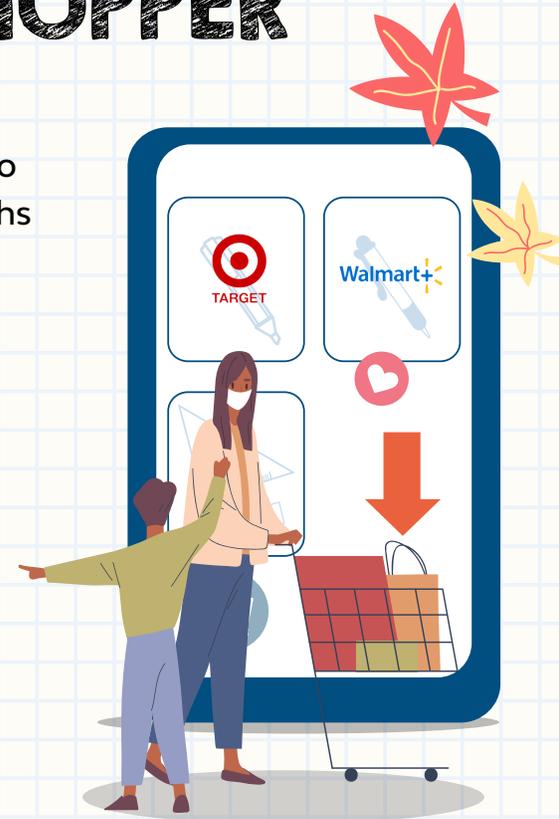
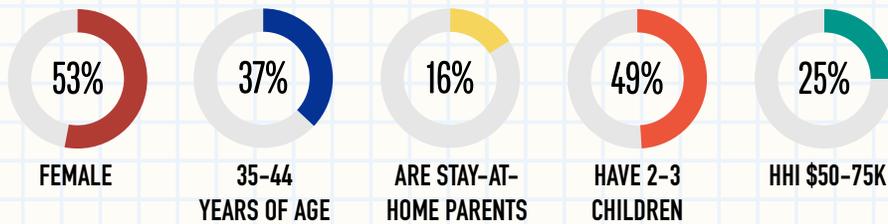
What Our Data Reveal About Back-to-School Shoppers

- Where they stand on the pandemic, vaccination, and the impact that has on schooling
- The values and motivations that drive these shoppers in their everyday lives and how that affects their shopping behaviors
- The buying preferences that should inform your messaging, offers, and more
- Where you'll find these shoppers offline and online across channels, including streaming and OTT

¹Kramer, Matt. Fresh start: Consumer pulse survey report | Back to School 2021. <https://advisory.kpmg.us/articles/2021/consumer-pulse-survey-back-to-school-2021.html>.

MEET THE BIG BOX BACK-TO-SCHOOL SHOPPER

Audience: Consumers with children 5-18 years of age who have shopped with Target or Walmart in the past 3 months



BACK-TO-SCHOOL SHOPPING SCHEDULE

FIRST PERIOD

Where Big Box Back-to-School Shoppers Stand on the Pandemic

SECOND PERIOD

Why They Buy, Choose, or Skip Their Homework

THIRD PERIOD

Buying Preferences

FOURTH PERIOD

Where You'll Find These Shoppers

FIFTH PERIOD

Digital Disruption: Who's Back-to-School Shopping on Amazon?

GRADUATION

FIRST PERIOD



WHERE BIG BOX BACK-TO-SCHOOL SHOPPERS STAND ON THE PANDEMIC

43%

BELIEVE SCHOOLS SHOULD BE OPEN FOR IN-PERSON LEARNING

27%

ARE UNSURE

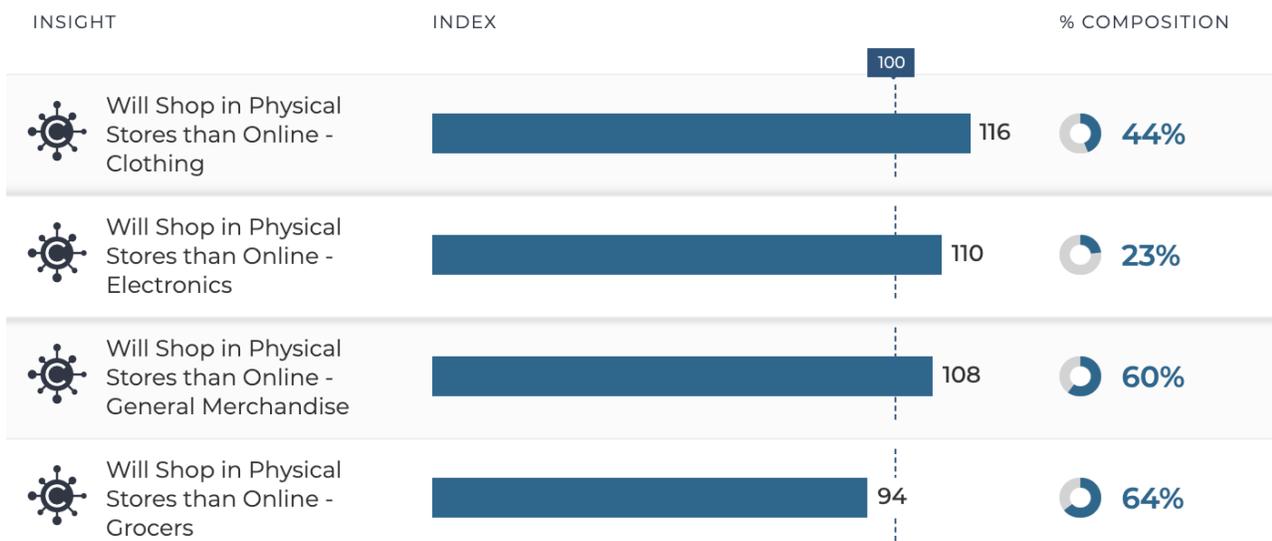
59%

ARE MODERATELY TO COMPLETELY LIKELY TO GET THE COVID-19 VACCINE

Compared to the average American online adult consumer, this back-to-school shopper is less likely to be worried about the health consequences of the pandemic. This tracks with the fact they're more likely than the average American to believe schools should be open now for in-person learning.

These back-to-school shoppers are less likely than the average consumer to require retailers to have precautions in place prior to in-store shopping. While they are less worried about seeing masks and hand sanitizer stations, they do want to see their favorite retailers keep some pandemic-era services like curbside pickup. Depending on what they are buying and when, they value both in-store experience and convenience.

The Big Box Back to School Shopper is more likely to go back into stores that sell classic back to school, including clothing stores, electronics stores, and general merchandise. The only area where they're less likely than average to go back? Groceries. Keep those **online grocery orders** coming.



HOMWORK FOR MARKETERS

When crafting messaging for these back-to-school shoppers, tap into the unique joy children and parents alike will experience as they return to physical school and all the positive connections they experience there. These shoppers are eager for children to return to the classroom and are less concerned about the health impact of the pandemic comparatively. Going back to school is a rallying cry to parents and guardian shoppers in a new and powerful way. This presents an opportunity to drive brand engagement and loyalty. Be sure your creative reflects a ready to return to normalcy tone.

SECOND PERIOD

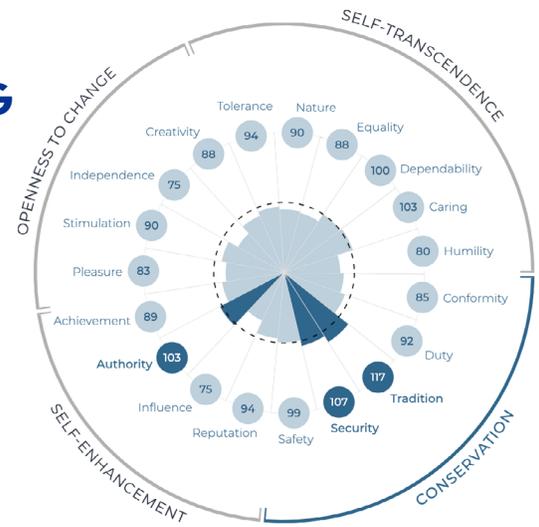


VALUES AND MOTIVATIONS OF BIG BOX BACK-TO-SCHOOL SHOPPERS



VALUES 101

Values are the key to connecting on a human level with consumers. Basic data doesn't go deep enough. The Resonate Personal Values System uses Dr. Shalom Schwartz's 19 basic personal values to determine what informs a person's innermost decisions.



TOP VALUES

What are the values that drive these back-to-school shoppers?



AUTHORITY

These shoppers like to be in control and seen as leaders in society. To connect with them, your messaging should be commanding, assertive, and confident.



SECURITY

A strong, stable society is critical to these shoppers' sense of balance. Use themes of national safety, freedom, social order, and stability in your creative and messaging.



TRADITION

These shoppers look to preserve traditions and customs within family, culture, and religion. Back-to-school messaging should feel nostalgic – they want to go back to the good old days.

TOP PSYCHOLOGICAL DRIVERS AND BEHAVIORS

The back-to-school shoppers' decision-making is driven by their values, but their actions, beliefs, and ideals make up their identity and inform their daily routines. Experiences, products, offers, and messages should reflect the imprint of their everyday patterns.



SOCIAL STATUS



RECOGNITION FROM PEERS



LEADING A PHYSICALLY ACTIVE LIFE



CREATIVITY



SPENDING TIME WITH FAMILY

HOMEWORK FOR MARKETERS

To go beyond checking off the school supply list, you need to tap into the values and motivations that drive big box back-to-school shoppers.

For example, if you're advertising a backpack, it should do double duty for school and the hike this family plans on taking together this weekend. A phone or computer a child may need for school should also be a lifeline to contact their parents if they find themselves in an unsafe situation. Snacks aren't just something to throw in a lunchbox – they're something to enjoy together as a family.

THIRD PERIOD



BUYING PREFERENCES OF BIG BOX BACK-TO-SCHOOL SHOPPERS

Big box back-to-school shoppers are online savvy shoppers who are 24% more likely than the average consumer to buy online and pick-up in store and 16% more likely to buy online and return in store. Additionally, they're 21% more likely to check on mobile to make sure they're getting the best price — while they're in your store. They look for products that are:



FAMILY-FRIENDLY



INNOVATIVE



ENERGY-EFFICIENT

When it comes to how they engage with retailers, you can expect that their interactions with your brand will go beyond the checkout line.

INSIGHT	INDEX	% COMPOSITION
Consumer Engagement Activities - Engage in Company's Societal Program	122	9%
Consumer Engagement Activities - Download App from Retailers	105	32%
Consumer Engagement Activities - Pay More Based on Important Issue	103	10%
Consumer Engagement Activities - Contact Companies to Share Thoughts	103	9%

27%
HAVE A COSTCO MEMBERSHIP

68%
LOOK FOR THE BEST PRICES AND SALES

One interesting piece to note: these shoppers are 22% more likely to engage in a company's societal program. Some of their top issues include quality of education, treatment of childhood disease, childhood hunger, and at-risk youth. How can you connect your brand's corporate giving to these issues?

Where you'll find Big Box Back-to-School shoppers opening their wallets

TOP DEPARTMENT STORES

JCPenney ★macy's TJ-maxx

TOP BRANDS

H&M DSW new balance

TOP KIDS APPAREL

stride rite. abercrombie kids GAP KIDS

HOMWORK FOR MARKETERS

You know this group is ripe for cross channel engagement via app, social media, text, and email. These are your people to hit with retargeting ads again and again — and don't underestimate the power of a promo. 45% use coupons, which is 10% more likely than the average consumer. Additionally, since you know they look for time saving and convenience, make sure you emphasize the ease of use with your curbside pickup offering.

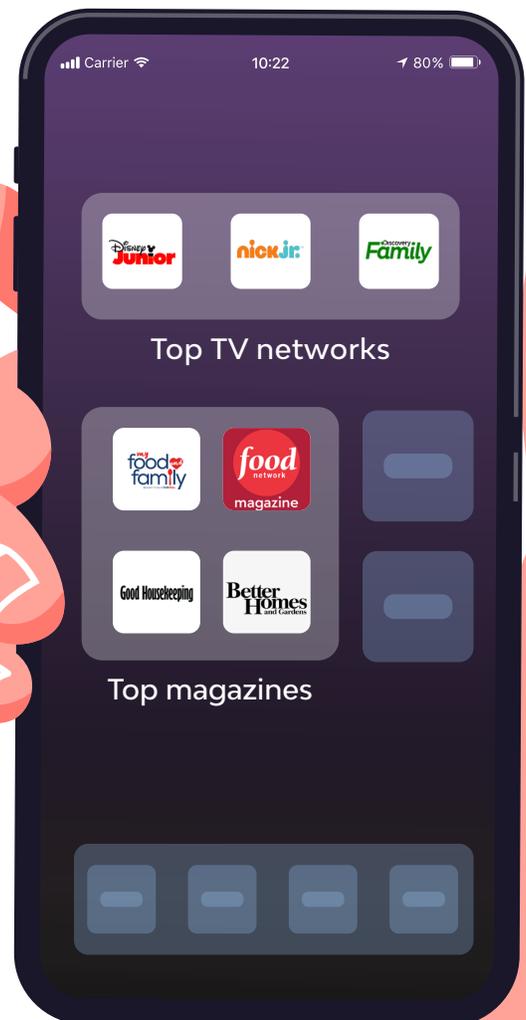
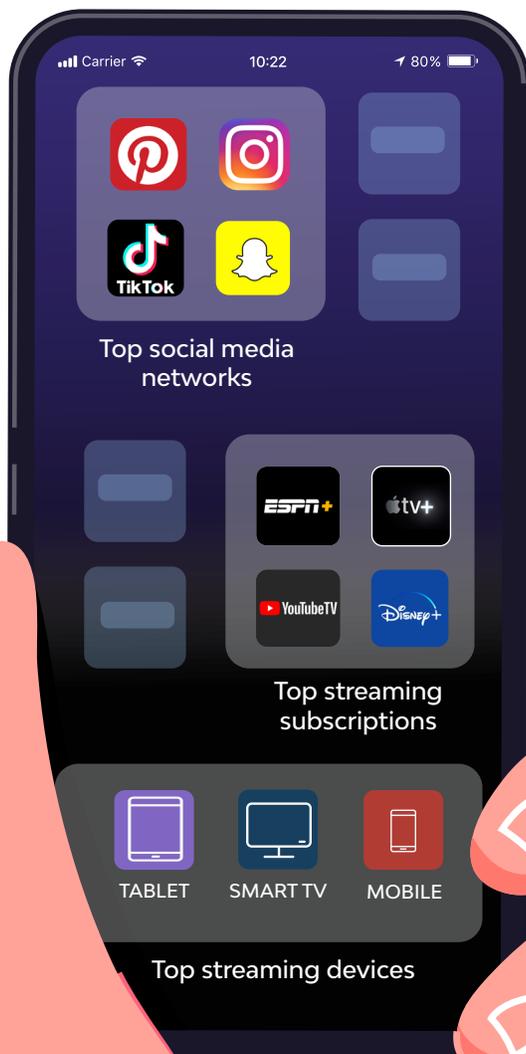
FOURTH PERIOD



WHERE YOU'LL FIND BIG BOX BACK-TO-SCHOOL SHOPPERS

Awesome messaging informed by values, behaviors, and attitudes is only effective if it's on the right channel reaching the right customer. That's why it's critical to know where your target audience spends their time consuming media across channels.

MEDIA HABITS OF THE BIG BOX BACK-TO-SCHOOL SHOPPER



HOMework FOR MARKETERS

Connecting the right message to the right consumer on the right channel is your key to reaching back-to-school shoppers and getting your products into their cart — instead of your competitors'. Your ad placement should focus on these channels, and particularly social media knowing that 52% spend over 20 hours a week online. Deliver your values-driven ads to the channels where the big box back-to-school shoppers are hanging out and you'll always be at the head of the (retail) class.

FIFTH PERIOD

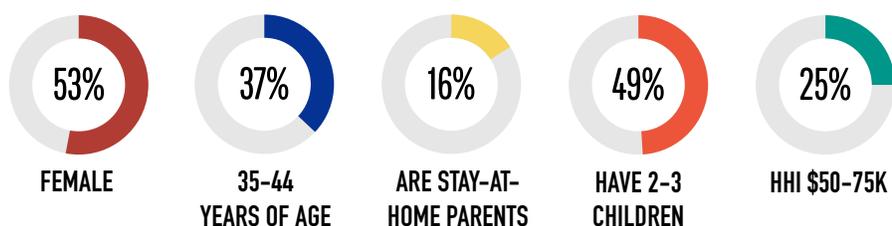


WHO'S BACK-TO-SCHOOL SHOPPING ON AMAZON?

Back-to-school shopping used to be a late summer rite of passage. Kids piled in the car with their parents, drove around to big box stores with sale flyers in hand, chasing down the best prices on crayons, notebooks, binders and more. The pinnacle of the event was convincing a wary parent to give in and splurge on the Lisa Frank Trapper Keeper.

How does that change with consumers turning to Amazon? We look at the **Amazon back-to-school shopper** to find out.

Demographically, this group looks almost identical to big box back-to-school shoppers.



However, you'll find differences to help you connect with and snag Amazon consumers in their values, behaviors, purchasing drivers, and media consumption.



TOP VALUES



SAFETY FOR ONESELF AND FAMILY



ENJOYING LIFE'S PLEASURES



CARING FOR FRIENDS AND FAMILY

Amazon shoppers care more about the best prices, convenience, and buying energy efficient products. They prefer innovative retailers and are 26% more likely than the average consumer to want to be the first to know and buy new products. Perhaps surprising given their penchant for Prime, they're 28% more likely to buy online and pick up in store.

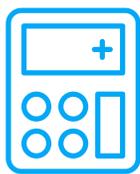
THREE WAYS TO KEEP AMAZON SHOPPERS IN-STORE



1. Amazon back-to-school shoppers are 25% more likely to shop online and that could be tied to looking for the best prices. They're also more likely to shop on days like Black Friday or Prime Day. Lure them in with big in-store sale shopping events — this may drive more excitement (one of their drivers!) than an ongoing sale.
2. Anyone who's dropped an Amazon item off at UPS knows returns are super easy and, not surprisingly, this group is 13% more likely to cite easy returns as a reason to shop. Consider how you can make your returns process as easy as possible. Could there be a curbside return drop-off option?
3. Appeal to their sense of family and happiness. Your creative should reflect their values, which include keeping their family safe and enjoying life. Keep ad and in-store messaging wholesome, light, and family-oriented. Create a positive in-store experience for those with kids in tow.

YOUR GRADING SCALE

How do you know your back-to-school marketing is set up for success? Here are the three keys to make sure you've got a passing grade.



DEEP UNDERSTANDING

Great marketing starts with strong connections. The insights within the Resonate Ignite Platform™ help you understand people, not just consumers. You'll learn why they make the decisions they do through a deeper, fresher understanding of your target personas.



OMNI-CHANNEL ENGAGEMENT

Awesome insights only go as far as awesome engagement strategy. Activate audiences at scale across desktop, mobile, CTV, OTT, social and more, at scale, and without creating proxies.



MEASUREMENT

Measure your campaign performance in real-time to see which channels are performing and which need to be optimized. Identify and understand anonymous audiences' buying journey. Scale with look-alike modeling.

GRADUATION



You made it! You're now on a thesis level with big box back-to-school shoppers looking for a fresh start to the school year in 2021. With the insights laid out in this seasonal guide — and the thousands of additional data points relevant to your brand waiting to be explored and analyzed in the Resonate Ignite Platform™, you're ready to earn A+ in data-driven marketing.



ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For more information, please visit www.resonate.com.

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