

# BACK TO SCHOOL



## INSIGHT

- Most children in the UK will return to school the week beginning **Monday 3<sup>rd</sup> September 2018**.
- The market is worth approx. £1.5 billion and one of the biggest events for retailers after Christmas as parents stock up on a range of goods.
- Last year saw the demand for school uniforms, accessories and electronics drive a 2.4% increase in total retail sales over August (Source BRC)
- Approx. 75% of spend is on uniform, sportswear and sports equipment, 20% on stationary and accessories and 5% on books.
- This is also a key time for students starting or returning to university later on in the month.
- The average university student spends over £250 a week with approx. 25% of that on alcohol.

## RATIONALE

- August footfall in malls is 9% of the annual figure. This makes it one of the busiest months behind Dec/November, with 36% of mums taking their children to a shopping mall each week. **OOH is the perfect medium to target the family market.**
- 86% of 7-15 year olds snack at least once a day and 52% of these eat a homemade packed lunch at school. POS is key in the lead up to the new school year.
- There is a strong urban presence amongst students and very high reach for those city centre formats.
- The most active categories in terms of advertising during the 'back to school' period are Food & Beverage, Retail, & Telecom/Technology.

## THE OPPORTUNITIES

Please speak to Talon regarding opportunities in OOH around this event.