



Back to School

15 July – 02 September 2021

Back to School

33%
of parents choose Supermarkets for BTS shopping as they want the convenience of everything under one roof.¹



It's that time of year when families are preparing for new school year. ASDA's Back to School event is a one-stop shop that enables families to find everything they need in one convenient location.

In the past year safety has become an even greater priority to parents and more households have gone online to seek advice on what to purchase to ensure their children remain safe at school.² Parents are now as likely to buy hand sanitizer as they are new clothes or shoes, are more likely to buy disinfecting wipes than stationary and are nearly as likely to buy face masks as they are backpacks.³

Whilst shopping for school supplies, parents will also be focused on quick and easy meal preparation for the whole family, as they get back into routine. **71% of pre-prepared meal occasions occur on a weekday – particularly prevalent amongst working parents⁴** so evening meal inspiration could have great impact amongst the BTS audience. Breakfast ideas and lunch-box inspiration is also hugely relevant, as **61% of parents say that packing lunch is the most stressful part of the BTS period.⁵**

Price is a key priority for parents, and we expect COVID-19 to amplify their worries over affordability, as financial resources of many have become stretched. BTS shoppers will be looking to cash in on deals and promotions to afford everything needed for the new term.⁴



£191

the average amount UK parents spend on Back to School shopping per child.⁶



68%

of parents worry about paying for BTS items, with 19% looking for special offers and deals to keep the costs down.⁶



41%

of families do their BTS shopping 2-3 weeks before term begins, but those who start shopping weeks ahead spend 16% more.¹



88%
of parents say that the coronavirus will affect their BTS shopping in some form this year.⁷

Brands will benefit from adapting to everchanging consumer needs.



1/3
say they will not be bringing their children on an in-store shopping trip.

This will impact any brands specifically aiming to capture kids' attention instore.³



43%
are planning to shop online for BTS items this year.⁷

Brands should have a strong online presence as well as in-store to ensure they reach the full BTS audience.

Sources: ¹MoneyAdviseService ²Retail Gazette – Back to School 2020 ³Numerator Insights Data - Back to School 2020 ⁴Mintel ⁵PR Newswire ⁶NimbleFins – Back to School Spending Statistics 2020 ⁷NRF – Coronavirus could push back-to-school spending 2020

Back to School 2020



Suppliers involved in ASDA's BTS 2020 event, enjoyed notable sales uplifts. In-store and online performance saw positive ROI delivered across the 3 levels.



FEATURED SKUS

FEATURED BRANDS

FEATURED PPGS

FEATURED SKUS

FEATURED BRANDS

FEATURED PPGS

CAMPAIGN UPLIFT

CAMPAIGN UPLIFT

CAMPAIGN UPLIFT

CAMPAIGN UPLIFT

CAMPAIGN UPLIFT

CAMPAIGN UPLIFT



£5m

£7m

£12m



£607k

£275k

£343k

UPLIFT %

UPLIFT %

UPLIFT %

UPLIFT %

UPLIFT %

UPLIFT %



+26%

+11%

+10%



+9%

+2%

+1%

MEDIA ROI

MEDIA ROI

MEDIA ROI



£3.65

£3.89

£4.59

Online media performance saw a total of

21,412,325

impressions with an average CTR of 0.22%

Supplier Opportunities

30%
discount when you align your campaign with ASDA holdout week events.

In-store Media

All campaigns aligned to *Back to School* will use the supplied toolkit for the following media formats:

 Bollard Covers

 Security Covers

 Digital 6 Sheets

 Gondola Ends

 Shippers

 POS Barkers

 POS Bubbles

 In-run Blinkers

 ASDA Radio



Online Media

Back to School roundel and creative template available to all participating suppliers for use on:

 Leader-board Banners

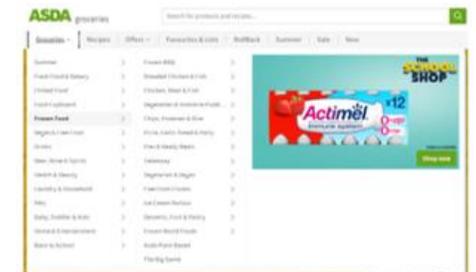
 Promo Banners

 Dept Navigation Banner

 Category Navigation Banner

 Inserts (PLA)

 Social Media



*Please note: these images are examples of previous event media - this year's creative may be subject to change

Key Information



Event Live Dates:

15 July – 02 September

Hold Out Week:

26 August – 01 September



Campaign Briefing Deadline:

23 April



Campaign Booking Deadline:

09 June



Contact:

Speak to your Account
Manager to begin
building your *Back to
School* campaign

Invest in Back to School and...

Provide ASDA shoppers
with a one-stop-shop for
all BTS requirements

Associate your brand
with a key seasonal
moment

Inspire shoppers and
drive incremental sales
for your products

A collection of school supplies is arranged on a teal background. In the foreground, a yellow fabric bag is partially open, revealing a blue pencil case. The pencil case is filled with various colored pencils. To the left, a pair of yellow-handled scissors is visible. To the right, several paintbrushes and a blue highlighter are tucked into a yellow folder or envelope. The text "Thank you" is centered over the scene in a bold, red, sans-serif font.

Thank you