



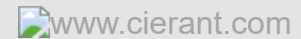
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# Cierant AXIOM: Optimizing the Levers of Back-to-School | Five Shopper Marketing Principles | Economic Optimism Grows

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Wed, Aug 1, 2018 at 2:00 PM

Marissa, lay the foundation for a successful shopper department.  
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August 2018 NEWSLETTER

## Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue offers a playbook to establishing an effective shopper marketing department, three enduring Back-to-School (BTS) trends, and the impact of economic optimism.

### Strategy

## Crafting Innovation Around Three BTS Trends



Back-to-school spending in 2017 reached \$27 billion, the highest on record since 2012, when \$30 billion was seen, according to Deloitte. Fortunately, instead of predicting a drop similar to the one seen in 2013, surveys show spending expected to continue to rise this year. Depending on the new marketing tactics brands apply, 2018 could be the year that pushes sales to all new levels— or that furthers the relatively uniform figures seen over the past couple of years.

To push forward and raise the sales bar, brands and retailers must unite the insights from last year's season with consumer sentiment insights from surveys taken this year. In doing so, shopper marketers can truly understand and optimize the three key levers of BTS success: category, channel and timing.

Read on to learn how you can get these three quintessential elements right and reach shoppers when and where they are most likely to spend.

[Learn More →](#)

## Management

# Setting the Foundation for Shopper Success



Consumer goods brands face a barrage of competition, more so than at any other time in history. The traditional mechanisms of above-the-line and below-the-line are faltering as communication becomes digital and mobile. At the same time, retailers, which have been growing and consolidating over the past 25 years, now find that they need new business models to attract and retain shoppers. In this environment, the ability to understand, target and change the behavior of specific shopper groups is more important than ever to both brands and retailers. This is, in essence, what shopper marketing is, yet oddly, momentum around the practice has fallen.

In 2012, shopper marketing was a growing part of manufacturer spending and investment in the practice doubled from 2012-2014 to an overall annual investment of \$34 billion in the US. Since then, shopper marketing spending has plateaued, resting at approximately 13.5% of the total consumer

goods marketing budget in the US. The reason? Inability to establish common principles for how to organize and manage a shopper marketing practice in a manner that delivers meaningful ROI.

Whether you're thinking of kick starting a shopper marketing department or looking to fine-tune your existing practice, read on to discover five guiding principles for how best to structure.

[Learn More →](#)

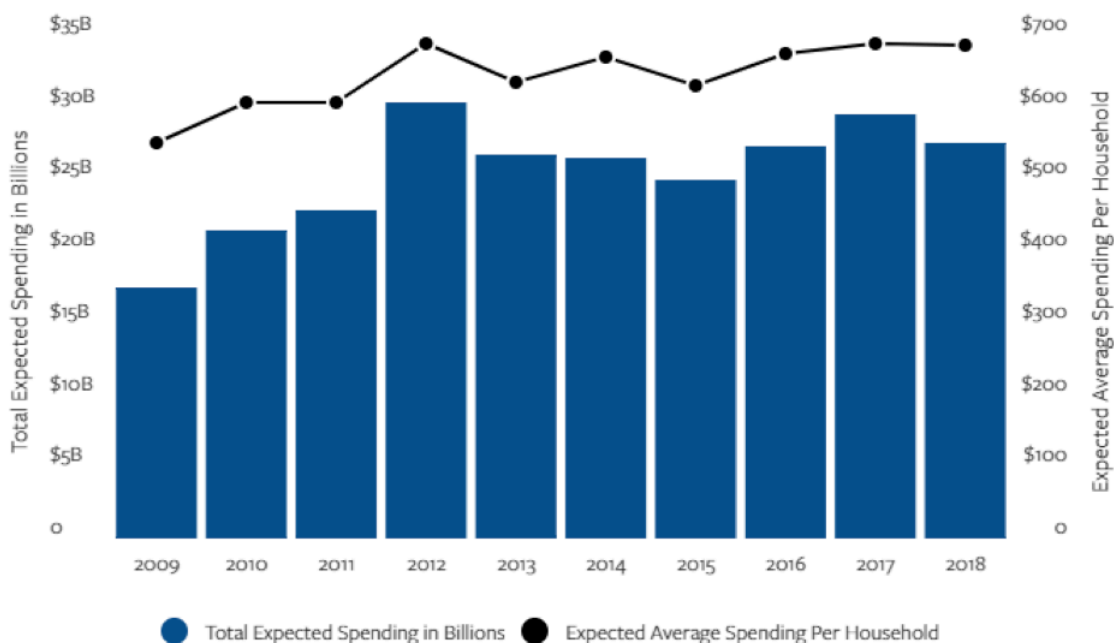
## Trends

# Capturing Back-to-School Revenue Potential

The National Retail Federation (NRF) has been conducting its annual Back-to-School and Back-to-College survey since 2003 to see how American families will shop for clothing, supplies and other items for the next school year. While last year, the back-to-school market grew 10%, reaching \$83.6 billion, the 2018 survey found that total spending for college and grade K-12 children combined is projected to reach \$82.8 billion, nearly as high as last year's. The stabilization of these spending figures reflects a growing optimism in household finances, the economy and employment.

While Back-to-College spending is expected to be at its highest level ever, Back-to-School (K-12) spending is anticipated to be the third-highest total on record, coming in just slightly lower than last year. The graph below shows that while last year's BTS spend was about \$688 per family, delivering \$29.5 billion in total spend, this year's projected household spend is \$685 (\$27.5 billion total)—a decrease that could easily be countered with the right marketing in place. While BTS shopping usually peaks in early August, shopper marketers still have time to take advantage of this season's revenue potential.

### Planned Back-to-School Spending



Source: Prosper Insights & Analytics, "NRF Back-to\_School/College Spending Survey."

## Resources

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