



Back to School 2017

Our look at some of the themes and winners this season



Whether it's the first teeny tiny steps into nursery or reception, or larger strides to big school or uni, September means 'Back to School' and very likely a shopping session or two

Whilst a new start can bring excitement, for many BTS buying adds to anxieties they may already be feeling

Traditionally about a few essentials, BTS now encompasses a far wider array of purchases, offered by a growing number of retailers – as we place more emphasis on this 'fresh start' moment:

School uniform, shoes & bags

Stationery

Uni essentials

Wardrobe refresh

Healthy eating

Household clean-up

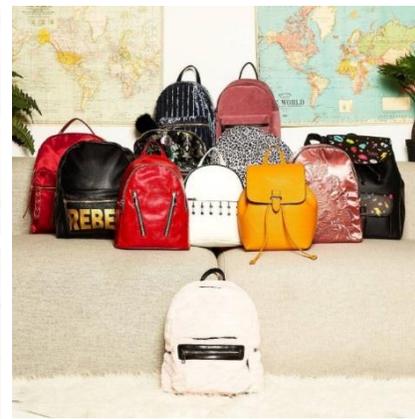
New beauty regime

Ways to relax & de-stress

Treats to lift the spirits

Next holiday to look forward to

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RESEARCH



WE'VE UNCOVERED 4 BTS TRENDS IN 2017 RETAILING

MAKE ME FEEL IN CONTROL

GIVE ME SIMPLICITY

**HELP ME LOOK GOOD
WHILST ABIDING BY RULES**

**OFFER WAYS I CAN
INDULGE MYSELF**



MAKE ME FEEL IN CONTROL

Whilst there are things to enjoy and embrace at this time, BTS shopping is often felt to be fraught with stress

With so much to buy across so many categories, items can be forgotten. Checklists are helpful and retailers offering more than one category and a seamless shopping experience will win brownie points

For many, BTS is naturally a period that brings uncertainty and the unknown, so brands and retailers that offer guidance and help alleviate concerns can become trusted advisors – an excellent opportunity to build loyalty and sales

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MAKE ME FEEL IN CONTROL

BENEFICIARIES: John Lewis's reputation for calm efficiency makes it a welcome resource – the 'back to uni' offer earning top marks for its interactive checklists and nostalgic touches

George at Asda and Tu are amongst others providing checklists, although in-store prompts and reminders could also help

JD and Sports Direct offered helpful reminders right up until term started

Waitrose, Ryman, PC World and even Halfords Autocentre provide the ease and advice that helps stressed shoppers feel in control and ready for a fresh start



John Lewis

STUDY

- Laptop
- Printer
- Stationery
- Laminator
- Photo storage
- Extension board
- Desk lamp
- Clock
- Waste paper bin

EAT

- Plates
- Bowls
- Cutlery
- Mugs
- Toasters
- Kettles
- Chocista board
- Extra nap
- Shopping
- Sandwich toaster

UNIVERSITY CHECKLIST

Study

- Laptop
- Printer
- Stationery
- Laminator
- Photo storage
- Extension board
- Desk lamp
- Clock
- Waste paper bin

Play

- Games
- Consoles
- Books
- Music
- Movies
- TV
- Sports

Sleep

- Bed
- Mattress
- Pillow
- Blanket
- Alarm clock
- Night light
- Clock
- Waste paper bin



Healthy lunches for children
Top tips on how to make lunch tasty & healthy
Find out more >

Waitrose



Tu



School uniform

- Polo shirts & T-shirts
- Long or short-sleeve shirts
- Jumpers (overcoats) or V-neck
- Pincoats/dresses
- Skirts
- Trousers
- School shoes
- Socks & tights
- Vests
- Tie
- Hair accessories

PE kit

- Joggers
- Shorts/skirt
- Trainers
- Polo shirts
- Hoodie
- Pinnacis
- Socks
- Swimming costume
- Sports bag

Outerwear

- Blazer
- Waterproof jacket
- Cozy coat
- Hat, gloves & scarf

BACK TO SCHOOL the checklist

The checklist to the new term can be a little hectic, ensure you have everything ticked off and ready for their first day at school with our handy checklist.

GIRLS

- Polo/Shirts
- Cardigan/Sweater
- Skirt
- Trousers
- Skirts
- Pinacoe
- Gingham dress

BOYS

- Polo/Shirts
- Jumper/Sweater
- Trousers
- Skirts

EXTRAS

- Shoes
- Jacket/Coats
- Socks/Tights
- School bag
- Lunch bag

GIRLS PE KIT

- Shoes
- Hoodie/Sweater
- Joggers
- Shorts
- Swimming trunks
- Pinnacis

BOYS PE KIT

- T-shirt
- Hoodie/Sweater
- Joggers
- Shorts
- Swimming trunks
- Pinnacis

George.



Windows, Apple or Chrome - which is right for you?
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What is a 2 in 1 laptop and why is it good for students?
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SPORTSDIRECT.COM

FORGOTTEN SOMETHING?

SHOP NOW

JUST IN TIME FOR THEIR FIRST DAY

Free delivery and returns. Delivery and returns over £40. £6.99

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Get your car back to school ready

September 2017 | In the back-to-school rush of pens, pencils, calculators, uniforms and books, car maintenance is often overlooked until it's too late. Get ready for a seamless return to school by following these simple guidelines...

halfords
autocentre

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Laptop computers

From taking notes in your first class to researching and writing your dissertation, a laptop lets you work wherever you are. This year's laptops are lighter and thinner than ever before, so carrying one to classes and seminars has never been easier. Look out for our **range of laptops**, such as the innovative 2 in 1, which combine the touch control and portability of a tablet with the performance and full-size keyboard of a laptop.

Lenovo G50
Intel i3 processor, 8GB memory, 1TB hard drive

GIVE ME SIMPLICITY

With so much to buy and term approaching fast, overwhelmed and anxious consumers thirst for retailers who make their lives easier

This can mean everything from basic elements such as clear, accurate in-store labelling and signage to appropriate website filters and subtle cues that smooth the customer journey

In the world of school uniform, in particular, shoppers can be overawed by choice and, confronted by so many competing messages on quality and value, concerned that they'll miss the key points

SIMPLICITY
IS THE ULTIMATE FORM OF
SOPHISTICATION

LEONARDO DA VINCI



THIS
Way

GIVE ME SIMPLICITY

BENEFICIARIES: no-nonsense bundles from Aldi and Lidl make uniform shopping a breeze, with low-end prices and 'good enough' quality reducing fears around the investment involved

Asda and Sainsbury's are examples of players that have made sure their online proposition allows users to tick off lots of items in one shop – clear navigation being key

Next gets a big tick for placing shoes, underwear and accessories amongst uniforms, encouraging cross-selling

George at Asda earns a merit badge for its clear and simple labelling on uniforms



WHOLE UNIFORM
£3.75
Including shirt or trousers, 2 pack polo shirts and sweatshirt

LIDL

1 Round Neck Sweatshirt +
2 2 Pack Plain Polo Shirts +
3 Trousers =

Boys' Uniform

Boys' Shoes from **£6.99** per pair

£3.75 set

REINFORCED KNEES



Breakfast > Lunch > Teatime & Treats >

Stationery, Health & Clean Uniform >



ASDA
George.

Strong CLOTHES for Strong Kids

FIND OUT MORE >

PERFECT CREASES EVERY TIME!

THE REAL (LEATHER) DEAL

HELP ME LOOK GOOD WHILST ABIDING BY RULES

3 often conflicting needs to meet:

THE INSTITUTION'S EXPECTATIONS

Be it nursery, school, college or uni, they set the rules and specifications

THE PARENT

Naturally, whilst trying to please the end-user, the parent often has their own agenda in terms of appropriate quality and value – stress-free shopping being a key accompaniment

THE KID

May well have a different agenda, wanting to follow or set trends and stretch rules as far as they can



HELP ME LOOK GOOD WHILST ABIDING BY RULES

BENEFICIARIES: though they carry a high price tag, Kickers have the quality and style to meet the 3 key needs

Clarks remains, as ever, a popular choice for schools and parents – Gloform range with toy, app and YouTube videos aims to achieve 'must-have' status amongst kids too

Tween and teens will be drawn to on-trend shoes found at the likes of Office, Schuh and New Look, but will these satisfy school regulations?



Kickers®

Clarks



NEW LOOK

OFFICE®



OFFER WAYS I CAN INDULGE MYSELF

Whilst there are rules and regulations to follow and a budget to stick to, brands and retailers offering something a little unique or luxurious will lift them above the pack

If these products don't bend the rules too far their power to soften the shift from lazy summer days to autumn studying can make them hard to resist



OFFER WAYS I CAN INDULGE MYSELF

BENEFICIARIES: Smiggle surrounds shoppers with brightly coloured innovative products, resulting in lots of "I wants"

Paperchase offers a huge range, from basic to high-end – and, with stationery saying a lot about the user, Desire can be high for premium ranges. Apple's offer of free Beats, which are just as desirable, helps justify the premium

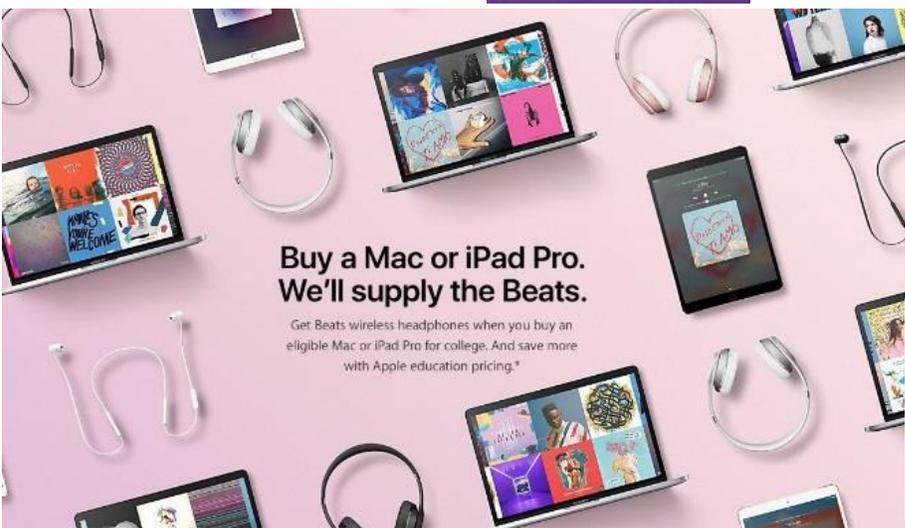
Claire's is highly desirable for younger girls looking to personalise with JoJo bows and more – and all likely to fall within budget

Meanwhile, for the older girl, even Charlotte Tilbury has some absolute essentials for BTS



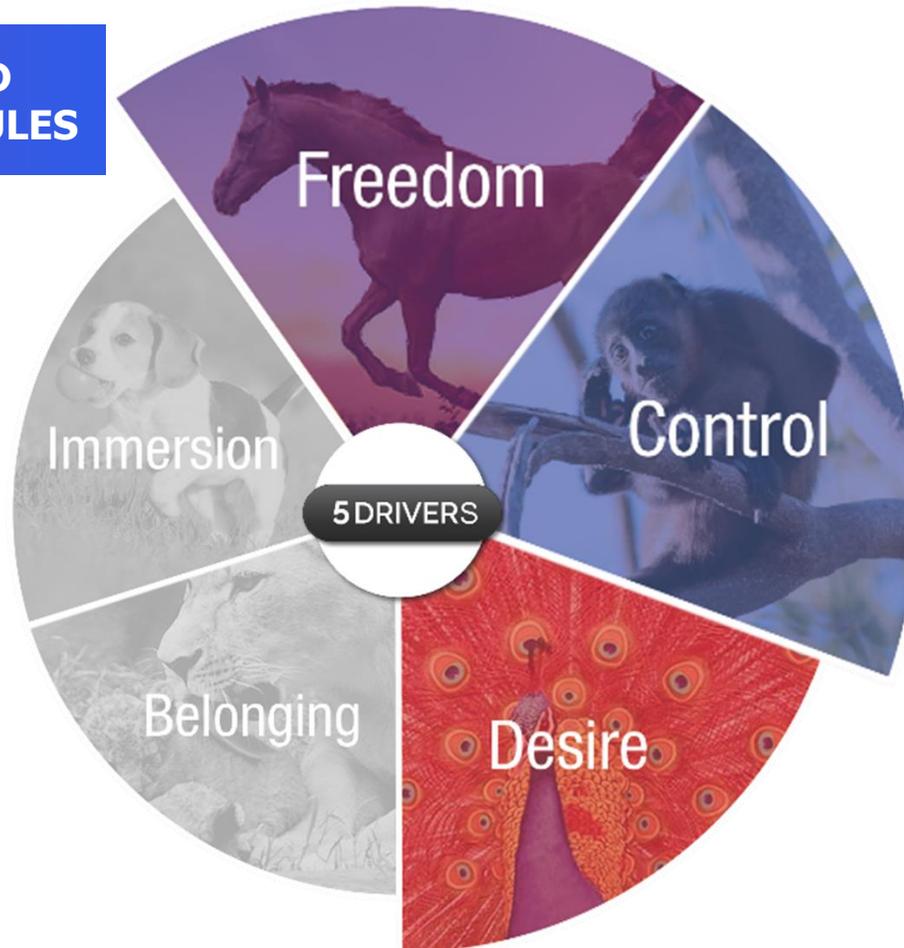
2 AUGUST
BACK TO SCHOOL MAKEUP ESSENTIALS
 It may be the beginning of August and feeling like summer has only just begun – but the school term will come around quicker than you think, which is why we are nailing back to school beauty early on. Avoid the last minute dash and get a fresh-faced glowing look when you make your entrance. With this beauty essentials in your makeup bag, you can't go wrong!

THE BACK TO SCHOOL ESSENTIALS:



OUR 5DRIVERS MODEL SHOWS WINNING BRANDS ARE SUCCESSFULLY BALANCING CALM WITH EMPOWERMENT

HELP ME LOOK GOOD
WHILST ABIDING BY RULES



MAKE ME FEEL IN
CONTROL

GIVE ME
SIMPLICITY

OFFER WAYS I CAN
INDULGE MYSELF

Play to the hunger for **Control** and positivity during this stressful time

Offer products that chime with consumers' need for **Freedom** and **Desire** for treats

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