

School Yourself on Back-to-School



Gear up for a successful year

20 million+ Target guests are influenced by a Roundel media campaign during back-to-school (BTS) and back-to-college (BTC) time.¹ In this guide, you'll discover ways to reach and engage with these guests.



What You'll Learn

Engaging with Guests Learn what inspires parents, teachers and students and why they value price over convenience.

Targeting Online 66% of BTS/BTC guests use the Target app or Target.com while shopping in-store. Consider using online channels to reach them.²

Rethinking Media Channels Onsite display, Target Product Ads and Pinterest delivered strong results like increased ROAS and engagement.

Collaborating with Creators Find out how Chobani drove strong guest engagement with their back-to-school influencer campaign.

Timing Your Campaigns Plan to increase spend around July and August as many shoppers complete their back-to-school shopping right before the school year starts.

Table of contents

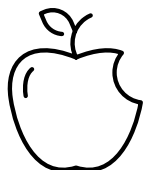
[Shopper Insights](#) 3 [Guest Behavior](#) 4 [Media Recommendations](#) 5

[Timing Considerations](#) 9 [Key Takeaways](#) 10



Meet your class

Teachers



Teachers want their students to thrive and enjoy offers like Target Circle™ Teacher Appreciation to get classroom supplies.

Insight

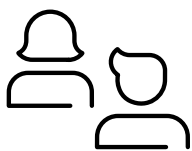


78% of BTS teachers are inspired by students' preference for supplies.³

How to Activate

Consider designing a media campaign that highlights the ability to bring personality into the classroom with Display by Roundel™.

Parents



Parents are cost-conscious and want the best deals even if it means making multiple shopping trips.

Insight



88% of BTS parents are inspired by a school checklist.³

How to Activate

Create a Target Product Ads campaign incorporating key search terms that align with the school checklist.



84% of BTC parents are inspired by their children.¹

Consider testing Display by Roundel™ messaging that resonates with college-aged shoppers while also reaching parents.

College Students



College kids are defining themselves as adults and looking to social media for inspiration.

Insight



70% of Gen-Z guests expect to be inspired and discover new products at Target.¹

How to Activate

Consider driving product engagement with Social by Roundel™ campaigns to create integrated campaigns for your brand.

Ways to influence purchases

Prioritize Price



How to Activate

Consider offering promotions and deals toward BTS/BTC shoppers with keywords like “save” and “deals.”



Go Beyond Books and Pens

For College Shoppers

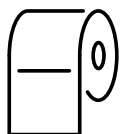
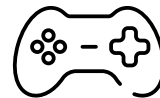
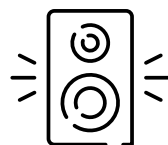
Nearly a quarter of college shoppers are looking for electronics and dorm or apartment furnishings for the school year.¹

For Teachers

Aside from paper products, teachers are on the hunt for big ticket items like chairs, desks, trash bins and organizers.

How to Activate

Electronics and furniture brands should consider connecting with guests during this time.



Media Recommendations

How to channel success

Omnichannel placements are the strongest play for consumer connection and shopper consideration. Consider using multiple channels as you plan your media campaigns.

Tap into the App

The Target app allows guests to see deals, sales and product selection easier.

66%

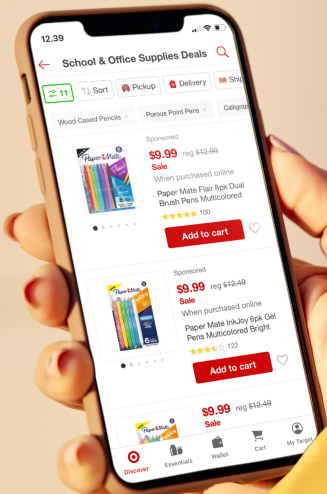
66% of BTS/BTC guests use the Target App or Target.com on their phones when shopping in-store²

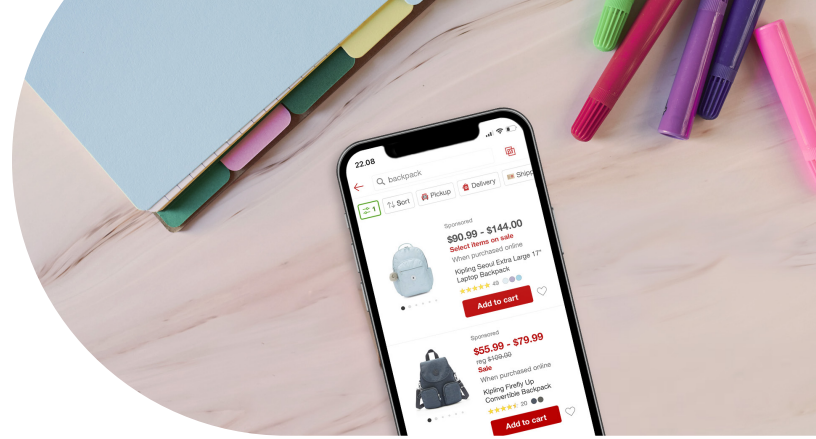


This year 48% of the BTS shoppers and 39% of BTC shoppers will do their shopping in-store with some online shopping²

How to Activate

Allocate more budget to online channels including the app to help drive awareness and engagement.





Drive Results With Search and Target Product Ads

Onsite platforms delivered top ROAS results while search and Target Product Ads led in engagement.

5 billion+

impressions delivered by FY23 BTS/BTC campaigns⁴

\$22 ROAS

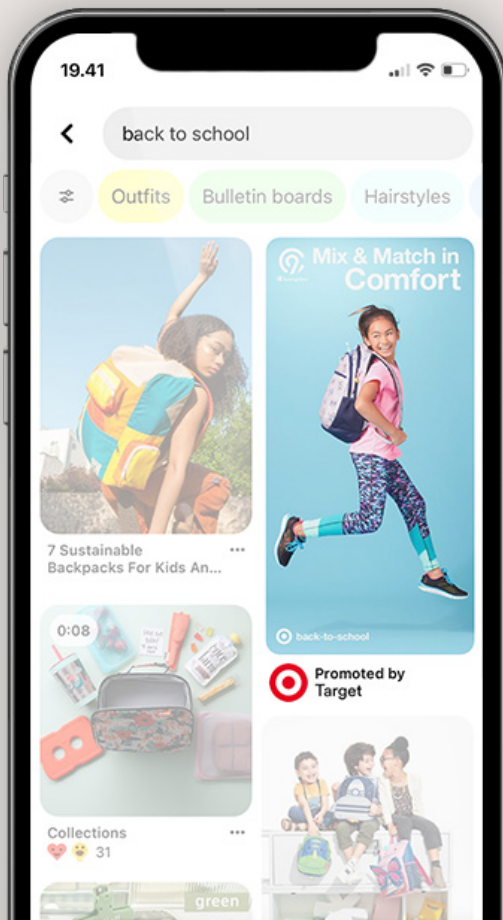
driven by onsite platforms by BTS/BTC campaigns⁴

1.75%

CTR driven by search (Google, Pinterest Search and Target Product Ads)⁴

How to Activate

Consider using Search Ads by Roundel™ and Target Product Ads to reach the wider BTS/BTC shopper.



Harness the Power of Pinterest

Pinterest showed strong YoY ROAS growth with increased impressions delivered in FY23

300 million+

Increase in YoY Impressions delivered by FY 2023 BTS/BTC campaigns, +80M YoY in Pinterest search⁴

267%

YoY ROAS increase driven by Pinterest search⁴

How to Activate

Leverage Pinterest in your full funnel campaigns to reach more shoppers.

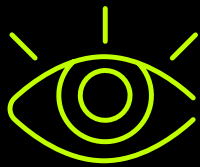
How Roundel tapped creators to help Chobani win BTS

Chobani worked with Influencers by Roundel™ to increase awareness and engagement of their products. We tapped 11 parent creators on social to feature Chobani in a variety of content.

Recipes

Lunchbox packing

BTS shopping lists



518k
Impressions⁵



4.3%
Engagement Rate⁵



150%
YoY increase
in creator posts about the brand after the campaign⁵



Chobani Case Study

Thanks to our partnership with Roundel and LTK influencers, sales were up 5x during the back-to-school window. Their tactics helped us create the best type of content for our audience.

– Rachel Rosner, Omnichannel Marketing Manager, Chobani

Influencers by Roundel™ Can Help You Make a Bigger Impact

70%

who plan to shop Target for BTS make purchases online recommended by creators.⁶

78%

make online purchases recommended by creators for food and drinks this BTS season.⁶



Timing Considerations

Target your audience when it matters most



JULY

Win Early

At the start of July, Target Circle Week is huge for teachers and students.

58%

58% of verified Target Circle guests redeemed their exclusive BTS/BTC offer. This generated over \$3 billion in promo sales.⁴

151%

151% average increase in ROAS for campaigns featuring Target Circle Week promos⁴

How to Activate

Focus media campaigns on Target Circle Week in early July, when teachers and students actively redeem offers.

Hit July and August

55%

55% of BTS/BTC shoppers plan on making multiple trips throughout the summer for school needs²

42%



42% of BTC shoppers start planning to purchase supplies a few months before college starts²

40%



40% of BTS shoppers start planning to purchase supplies a month before school starts²

How to Activate

Run campaigns to inspire shopping plans and trips during this popular time window.

Finish Strong

\$2.2 billion

August drives the highest number of sales, with the third week bringing in over \$2.2 billion in sales⁴

How to Activate

Ramp up your campaign spend to the third week of August.

AUGUST

Key Takeaways

You have the power to reach 20 million+ Target guests. Keep these overall insights in mind as you optimize your campaigns.

Who Shoppers Are

- Teachers are inspired by their students and enjoy offers like Target Circle Teacher Appreciation
- Parents care about price and quality and are inspired by school checklists
- College students are inspired by social media and value brand loyalty

Roundel Difference

We can help you create Target Product Ads, Display by Roundel™ and Social by Roundel™ campaigns and provide you with data to better target your audience.

What They Want

- The best price and quality
- Don't mind making multiple shopping trips
- Looking for inspiration in many places including on social media

Roundel Difference

Social by Roundel™ and Influencers by Roundel™ can help you craft campaigns with creators that can engage with these shoppers.


When to Advertise to Them

- Start early in July with Target Circle Week and focus on Target Circle Offers
- Ramp up spend during the third week of August
- Create various campaigns throughout July and August to hit key shopping opportunities

Roundel Difference

We can help you schedule your promotions at the right time and consider the right media mix to increase ROAS and sales during these key months.





Ready to take your back-to-school/back-to-college campaigns to the next level?

Tapping into Roundel's data-fueled capabilities and media strategies can help you optimize your campaigns and highlight your brand's products.

Find out more at Roundel.com/Solutions



Sources

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2. BTS/BTC 2024 Survey Deck 2.29.24
3. BTS Insights Guide - 2024 Sales Enablement Final
4. BTS BTC 2024 Project
5. Chobani RoundelxLTK Case Studies
6. LTKxB2S- Why Creator

