



# SEASONAL MARKETING

## Changing Times

Key shopping periods continue to blur into less-defined time frames – so true. It's not too late to revisit your media plan for back-to-school and hone your holiday advertising.



### MULTIPLE-CHOICE Online, In-store, Both



**66%** will shop 2-3 brick-and-mortar stores for school supplies<sup>3</sup>

**74%** say they purchase school supplies online<sup>3</sup>



As of June, 20% had started back-to-school shopping.<sup>1</sup>

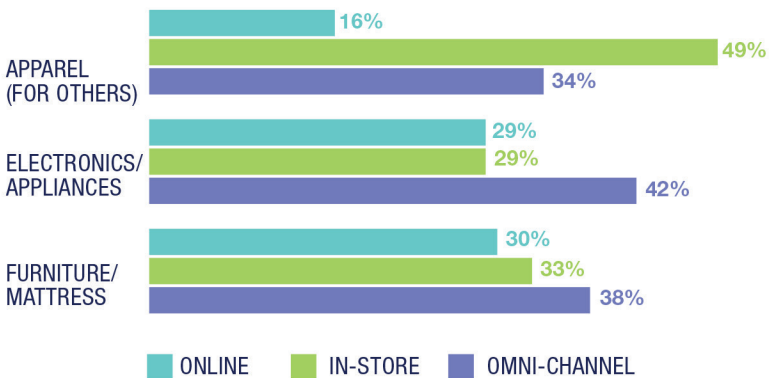
By August, 65% had less than half of shopping completed.<sup>2</sup>



**INFLUENCE**

**TRIAL & SWAY**

How consumers shop by category<sup>4</sup>



80% of shoppers would purchase a brand that is new to them if they found an offer<sup>5</sup>

83% of parents can be swayed by deals (vs. 73% of all consumers)<sup>6</sup>



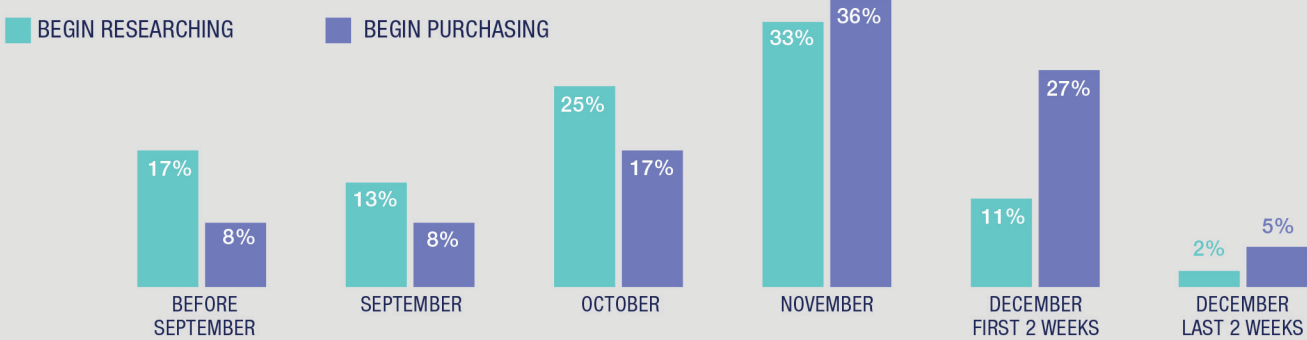
### TIME TO STEAL SHARE

46% of parents (vs. 27% of all consumers) typically shop new retailers during key shopping times<sup>6</sup>

### HOLIDAY SHOPPING

Research outpaces purchases prior to November<sup>8</sup>

85% of consumers research holiday gift purchases; 41% say they spend a lot of time doing so<sup>7</sup>



Q:

HOW DO YOU SHIFT TO SECURE

**SEASONAL SALES?**

A:

Early and often cross-channel deals

### GIFT BUYING-MEDIA

Consumers are influenced by 3.7 media on average for their holiday gift purchases; millennial parents are influenced by 4.5 media on average<sup>7</sup>

**#1 INFLUENCER:<sup>7</sup>**

**COUPONS**

### Sure to make the grade with early and late shoppers

For your media planning convenience – and success – check out some of Valassis' quick turn media options. Last-minute shoppers may really appreciate your timing and personalized offers.

#### 3-6 Weeks

Inserts  
Dynamic Postcard

#### 10+ Business Days

Digital Coupons  
Dynamic Mobile (custom)  
Email

#### 5-8 Business Days

Dynamic Mobile

#### 3 Business Days

Display Ads  
Newspaper ROP Ads  
Video Ads