

A close-up photograph of a person's hand pushing a metal shopping cart with green handles in a brightly lit grocery store aisle. The cart is filled with various items, and the background shows shelves stocked with colorful products.

# ECRM Ad Comparisons

THE LEADING PROVIDER OF PROMOTIONAL  
DATA AND BUSINESS INTELLIGENCE

Back to School Promotional Review

## METHODOLOGY & DEFINITIONS:

**Retailers:** All U.S. Retailers. To prevent duplication of ads, we have assigned representative markets to the top 20 metro areas. We assign a retailer's representative market based on where the retailer is headquartered.

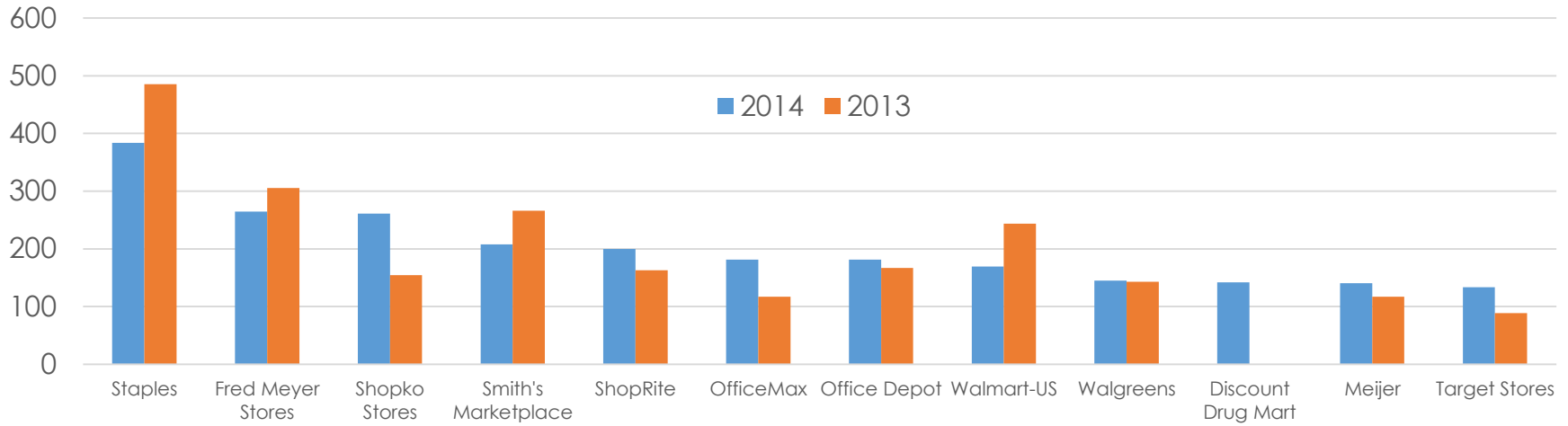
**Effective Ad Block Count:** Effective Ad Block Count gives partial credit to any product that shares an ad block with other products in order to provide more context in promotional analysis. For example: If 4 products are present in an ad block each will only receive a .25 count for that particular promotion. If 3 products are present each one receives .33 count. Unless stated otherwise, this is the metric used for ad counts in this report.

**Feature Ad Count:** Feature Ad count gives credit to every unique product in an ad block. Each instance of a product promotion in an ad block assigns a Feature Ad Count of 1 for that product.

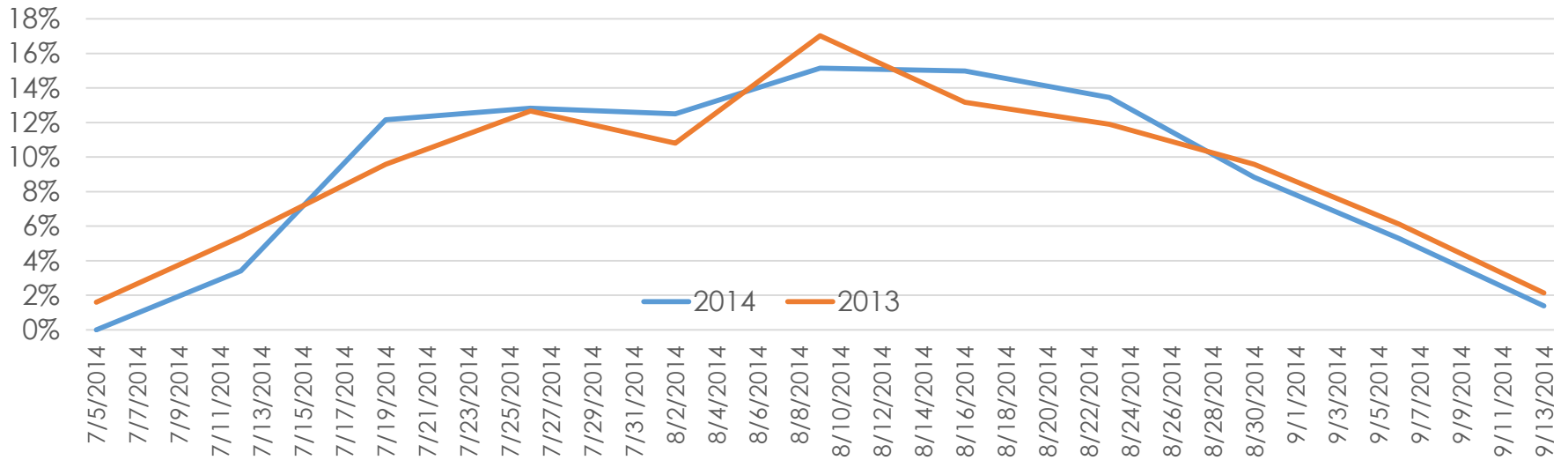
**Time Period:** 2014 Weeks ending: 7/5/2014 – 9/13/2014, and 2013 weeks ending 7/6/2013 – 9/14/2013

Promotions Analyzed were within the School & Office Supplies Categories.

# RETAILERS WHO PROMOTED MOST BACK TO SCHOOL 2014



## PROMOTIONAL TIMING OF BACK TO SCHOOL



Week Ending Dates

Effective Ad Block Count, Circulars Only

# RETAILERS PROMOTING THE ENTIRE SCHOOL SUPPLIES LIST

Retailer	Count of Sub-Category
Target Stores	24
Office Depot	23
Meijer	23
Staples	22
Walgreens	22
CVS	22
Lewis Drug	22
Kroger CBUS	21
Dan's Market	21
Fresh Market	21
VG's Grocery	21
Family Fare Supermarkets	21
Menards	21
Discount Drug Mart	20
Kmart	20
Kinney Drugs	20
Kohl's	20
Albertsons SOW	20
Walmart-US	19

Target promoted in all 24 sub-categories associated with school supplies during this time period. Higher counts indicate retailers who are promoting a one stop school supplies shopping trip.

**50¢** up & up 2-pocket poly portfolio in many colors. \* 2-pocket poly portfolio with prongs, .50

**\$1** SALE BIC Cristal pens or 4-ct. highlighters.

**125¢** SALE up & up 8-ct. washable markers.

**1.99** SALE Mead 90-sheet 3-subject notebook with poly cover. Wide or college ruled. Colors vary by store.

**2.99** SALE Mead Five Star 100-ct. filler paper with reinforced holes. Choose graph, college or wide ruled. Scotch Magic 3-pk. tape with bonus Expressions roll. Ticonderoga 24-ct. yellow No. 2 wooden pencils. Elmer's 12-ct. Disappearing Purple glue sticks.

**\$6** SALE Sharpie 10-ct. fine or ultra-fine point permanent markers. Permanent markers not available in all stores.

**6.99** SALE Mead weekly/monthly planner, 5.75"x8.5". Colors vary by store.

**\$7** SALE Board Dudes 14"x14" magnetic dry-erase calendar.

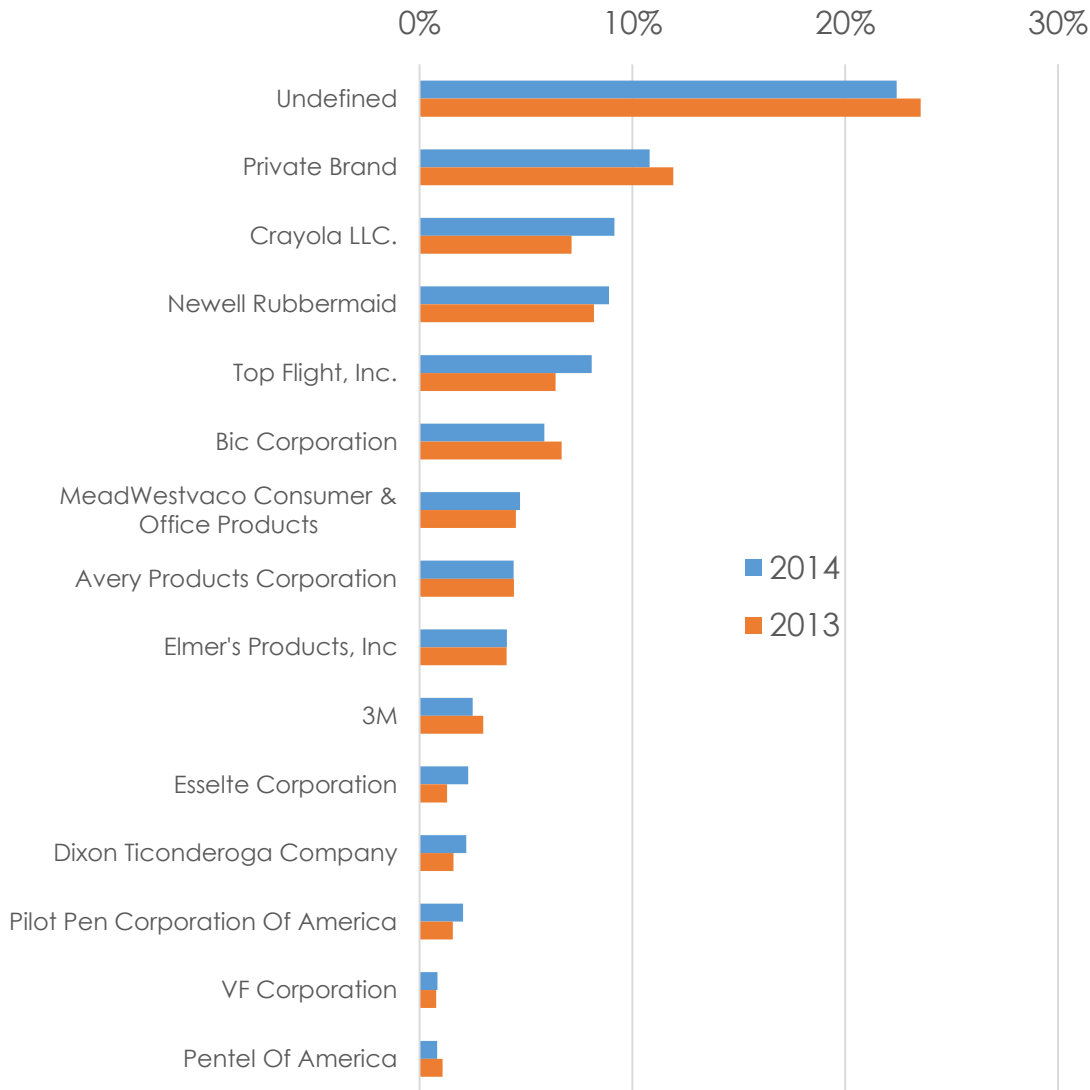
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All items on this page are located in the Back-to-School Shop. Seasonal merchandise; no rain checks.

Target Stores - Minneapolis, MN  
7/13/2014  
Middle (8)

2014 Circulars Only

# SUPPLIER RANKING – 2014 BACK TO SCHOOL PROMOTIONS



There is an opportunity for suppliers to gain more support in back to school promotions. Almost 25% of 2014 promotions did not feature any manufacturers, and over 10% of promotions were supporting private label. The ad below is an example of a promotion where no brands/suppliers were mentioned.



Fred Meyer Stores – Seattle, WA  
9/11/2014  
Back (2)

Share of Effective Ad Block Count

# MOST PROMOTED SUB-CATEGORIES BY CHANNEL

Here we see the sub-category share of back to school promotions at various retailer channels. The most promoted definitely varies among channels, as 44% of department store promotions are for backpacks/schoolbags/lunch kits, and other types of retailers hardly promoted in this sub-category. Office channel promotions were most evenly distributed among sub-categories.

Sub-Category	Department	Dollar	Drug	Mass	Office	Supermarkets	Grand Total
Notebooks & Pads	5.26%	<b>15.90%</b>	12.19%	9.56%	9.11%	<b>15.28%</b>	<b>13.13%</b>
Pens	5.26%	10.00%	<b>13.78%</b>	8.11%	10.28%	12.60%	11.64%
Backpacks/ School Bags/ Lunch Kits	<b>44.04%</b>	4.62%	6.07%	<b>19.88%</b>	9.33%	7.26%	9.97%
Binders, Pocket Portfolios & Sheet Protectors	3.88%	10.00%	9.34%	10.32%	<b>11.44%</b>	9.09%	9.43%
Pencils	2.22%	7.69%	8.13%	6.36%	6.71%	8.58%	7.81%
Markers	3.60%	7.95%	5.70%	6.76%	6.12%	8.03%	7.18%
School Accessories	4.43%	8.72%	10.04%	9.71%	6.63%	5.75%	7.12%
Glue	4.43%	10.26%	5.46%	3.56%	3.21%	7.12%	5.99%
Crayons	5.26%	4.62%	2.01%	3.05%	0.95%	4.64%	3.66%
Highlighters	1.39%	2.56%	3.46%	3.46%	2.70%	3.29%	3.21%
Other	20.22%	17.69%	23.82%	19.23%	33.53%	18.37%	20.86%

2014 Circulars Only, Share Feature Count