

# BACK-TO-SCHOOL '23

IS RIGHT AROUND THE CORNER!



Back-to-School is a parent's busiest time of the year. From school supplies to snacks to sneakers, it's when Mom and Dad's minds and wallets are open, with their brand choices fueling a \$37 billion market. All while snapping that perfect First Day of School photo for Instagram!

Schools across the country are welcoming students back, and **parent leaders have requested over 1,000,000 sample packs** for their celebratory in-person back-to-school events. The most engaged parents gather during the back-to-school season, eager for connections with their community and favorite brands. Be at the center of back-to-school with the largest sampling program **that sparks awareness, trial, and authentic conversations about your brand.**



*"Families consider back-to-school... as an essential category, and they are taking whatever steps they can... in order to purchase what they need for the upcoming school year," NRF President and CEO Matthew Shay said. "The back-to-school season is among the most significant shopping events for consumers and retailers alike, second only to the winter holiday season."*

**Distribution:** Local school based events Mid-August through September

**Deadlines:** May for commitment, late June for samples delivery to fulfillment center

**Geography:** National, with options to geo-target

**Quantity:** 50,000 - 1,000,000

**Category Exclusivity:** Yes

**Research Included:** Parents who receive gift packs are surveyed

**Pricing:** Efficient pricing based on quantity, sample size and weight, segmentation needs