

WHAT A SCORCHER!

With temperatures well up in the 20s last month was it a scorcher of a month for your back to school promotions?

BY JANE SMITH

You'll notice this month that alongside this focus on back to school we've also featured an article on mobile and home working and the trend towards PCs and workspaces in the home and this got us thinking.

While traditional 'back to school' activity continues, particularly with great promotions from writing instruments brands like Pentel, Pilot, Staedtler, Uni-Ball and

Sanford, and other sectors like William Sinclair's Silvine brand and Dormy we wondered what other opportunities for increasing sales there might be for the summer months?

When we think about back to school we shouldn't just think of children age five to 16 in full-time education. There are a growing number of adults going into further education so what about some targeted activity for them? For, isn't it more likely that a higher proportion of this audience will have access to a PC or laptop and a workspace at home? Isn't it also true that this audience will have their own disposable income? So could there be an opportunity for a 'back to study' or 'smart study' campaign whereby more office-

based or higher value products could be promoted?

For example, a child may not be the target for paper, ink cartridges, presentation folders and binding machines, but students may well be. Standards of presentation are expected to be really high so promoting these related products just before the start of the new term could be ideal. A student starter pack could be another idea with an opportunity to include other essentials such as a calculator, pens, pencils, pads, tape flags etc. You can create an appealing saving on the 'bundle' price from the customer's point of view and still make a good margin.

We also thought there might be the opportunity to target job seekers. School and college leavers will be starting to look for jobs soon and they will need the ability to produce professional and eye-catching job applications. Why not appeal to

them with quality heavy-weight paper stocks, coloured paper and presentation folders. They'll also need envelopes and the ability to produce one-off address labels. Could this be an opportunity for a Dymo Labelwriter or Avery Personal Label Maker?

And there's the holidaymakers. Do you have a digital camera? So many of us do these days, and we'll be wanting to swap images with friends and family and print out some photographs for framing or sticking in albums. Why not promote digital cameras and the digital paper supplies?

So, while back to school is important to summer sales why not for more and make it a real scorcher! ■

