

From: Jeffrey Sleete
Sent: Tuesday, May 16, 2023
Subject: Grab 'N Run 5/16/23

Tuesdays: Grab 'N Go

Some current key "Express Checkout" items prepared with a client strategy, ready to be shared.

•This article is spot on in timing "**6 Tips To Consider NOW For Back-To-School Marketing**". Now is the time to be pitching Back to School!

Here is a general pitch using this article's data and a bunch of my own spin...

**NOW
is the time
for
Back-To-School
Marketing**

BTS is a lot more than fashion. It has historically been the 2nd most important selling season.

Over the last several years, some manufactures and retailers have found that 3rd quarter sales have begun to rival and even surpass Christmas sales as a % of revenue.

And most of the increases

experienced are due in large part to the money spent by youths aged 4-19.

It's a spending period on clothing, school supplies and more expensive items like electronics and cars.

It's never too early to plan Back-To-School marketing.

In fact, Moms are already thinking about the new school year as the current one wraps up.

Because of staggered opening dates, year-round attendance

and
a need to see what their
peers are wearing
(pre-recon and review)...
BTS has grown beyond
a late summer concentration
to as far out as Oct.

It also
starts
so much earlier.

Moms begin shopping
for BTS
in May.

Yes,
May.

In fact,
the older the child,
the sooner she shops.

High school and middle school moms
often use the same backpacks and
supplies they purchase
in June for summer camp
for the upcoming school year.

First time elementary school moms
are often overwhelmed
with the long list of required supplies,
start stocking up

in July.

It's not just BACK-TO-SCHOOL
that makes it 2nd only to
Christmas
for many merchants.

It's also
BACK TO COLLEGE
AND
EARLY FALL BUYING

More than 65% of college-bound
students
begin their college experience
with
a summer program,
which means moms are
shopping now
for
dorm supplies.

BTS ranks so strong because,
though only about 1/3 of all
families are involved...

They are involved so
INTENSELY!!!

They have to buy a
HUGE

spectrum of goods, not just shoes, sweaters, jeans, blouses, dresses.

But

Everything from cars to electronics, to watches, to bicycles, dry cleaning, sporting goods, tires, etc., etc., etc.

These customers have one trait in common...

THEY ARE YOUNG!!!

HERE ARE THE GROUPS THAT BUY:

Mothers & Fathers (30-45 years)

They buy for the child roughly 5-11 years with input from the kids. They are much older than generations ago, because women have postponed their first child until their late 20's - early 30's.

Teens (11-16 years)

They are in control of what is bought and to a large degree the place it is bought. Even though their mothers and fathers must drive them to the store and pay for a lot of the merchandise, don't let it get past you

that they have vast discretionary spending power.

Kids (under 12)

By age 8 they've made their first independent purchase. In the U.S. there are 24.5 million kids aged 12 and under who wield \$1.2 trillion in annual purchasing power in direct and indirect spending. And the trend is only upward. A majority of parents say their children have a large influence over decisions to buy clothing and accessories, as well as basic school supplies.

Young Independents

These are the 17-22-year-olds that are in almost total control. They have their own money; they drive legally and usually in their own cars.

AND THEN THERE ARE...

Young Mothers & Fathers

Didn't we mention this before? Yes, we did. BUT...we didn't make the most important point that in accompanying their children; they also buy for themselves.

Young Independents II

This is the group 23-30, single or married with no children, that is still in the cycle of buying early and

getting what they want, rather than wait for late Oct. sales.

These 6 groups are the full mark-on for retailers from mid-May to the end of Oct. sales.

At
(Media Outlet)
we want to help you
to earn an
A+
this school shopping season
by having
a game plan **now** for success.

You'll be glad you did
when sales begin to
really surge
during the summer.

Here is what we suggest...

•This article from yesterday "Survey: **Father's Day beats Mother's Day when it comes to gift-giving**", is something you can use to pitch for additional Father's Day ad spend with clients within home entertainment, golf, lawn and garden, grilling, automotive dealers and aftermarket, hobbies and sports, electronics and smartphones, tools/appliances, etc.

Subject: Get ready to Rumble.... Mother's Day vs Father's Day

If men are from Mars and women from Venus, should Mother's Day and Father's Day punch at the same weight class?

The recognition of Mother's Day as a holiday exceeds the recognition of Father's Day by 50 years. It wasn't until later in 1972 that the U.S. government recognized Father's Day. Thus, U.S. consumers have had a longer time celebrating Mother's Day.

That's probably why nearly 9 in 10 consumers (88%) said they would celebrate this past Mother's Day, compared to 79% who plan to do so for this coming Father's Day.

(Numerator)

BUT...

57% of Father's Day celebrators plan to purchase gifts, compared to 52% that planned to do so for Mother's Day.

Given that fact, it's best to know then, that to save money....

42% of Father's Day celebrators say they will buy items on sale

24% will use more coupons

22% will prepare budget-friendly foods.

Yet 32% say they will not take any cost-saving measures.

The top Father's Day plans include:
grilling or barbecuing (42%)
cooking / baking (34%),
going out for food / drinks (27%)

At (media outlet) we have some ad moves that can help to provide extra insurance to see that (name of client) is (market names) answer to their Father's Day gift giving needs.

I will be calling to quickly get on your schedule to share them with you.

● Make sure you use these two articles from yesterday, as seeding material with your clients:

"BofA Survey: 76% of Small Businesses Feel Well-Equipped to Survive a Recession"

"NRF: U.S. economy 'remained in gear' during the first quarter"

● You can use this article **"Restaurant experience reset: Forecasting the future of quick service and casual dining"** with your restaurant clients.

Subject: Restaurant Reset: Maximizing Transformation

In these times of economic uncertainty and change, with consumer habits shifting as rapidly as ever, the food service industry is going through a "restaurant experience reset" of sorts.

Restaurants have been presented with an opportunity to reflect upon the changes made over the past few years and reassess which restaurant models and approaches will keep hold and which will lose out.

Below, is a list from the restaurant consultant MERGE, of in-store/onsite and digital customer experiences and assess which are here to stay and which will fade away.

TREND: Smaller dining footprints
VERDICT: Here to stay

TREND: Scannable technology
VERDICT: Here to stay - kind of

TREND: "Mega" drive-thrus
VERDICT: Will fade away

TREND: App usage
VERDICT: Here to stay

TREND: Personalized data
VERDICT: Here to stay, but with obstacles

TREND: Delivery, especially third-party operator (3PO) delivery
VERDICT: Here to stay

There is another timeless Trend whose Verdict is here to stay and that is, that effective restaurant marketing makes customers aware of the food and dining experience that is provided. It enables restaurant owners to build a strong brand so that they stand out from the competition. Resulting in a growing customer base and higher profits.

At (media outlet) We Make Things Happen for restaurants.

I will be calling to get on your calendar for 20 minutes to share some ideas.

AND... here is an excerpt from a 5/30/23 Grab 'N Go on Car Dealers as is shared on the video:

●I'm going to kick off this week's Grab 'N Go with an article that I had misfiled, that did not make it into last Friday's "Under the Hood" postings - "**J.D. Power-LMC Automotive Forecast May 2023** <https://www.jdpower.com/business/press-releases/jd-power-lmc-automotive-forecast-may-2023> " .

This article is a must read for any seller calling on Car Dealers, and not so much for its' May sales forecast, as the real numbers

will be out in a day or two. It also contains pertinent Average Dealer Financial data that you can't get any longer from the NADA, along with other solid dealer operations info. Points like...

√Retail inventory levels in May are expected to finish at approximately 1.3 million units, remaining consistent with April's level. However, this represents a substantial increase of 48% compared with May 2022. The improvement in vehicle availability has led to decreased dealer margins and increased manufacturer incentive spending in that same period. However, both metrics are relatively stable when compared with the previous month. The performance of the retail market continues to demonstrate robust demand for vehicles, augmented by consumers who have delayed purchases due to low inventory.

√The improved supply of vehicles vs. a year ago has resulted in a decline in dealer profits. However, dealer profits remain well above pre-pandemic levels. The total retailer profit per unit—which includes grosses and finance and insurance income—is expected to reach \$3,732. While this is 25.8% lower than a year ago, it is still more than double the amount in May 2019. The primary reason for the decline in profit is that fewer vehicles are being sold for prices higher than the manufacturer's suggested retail price (MSRP). This month, only 31% of new vehicles are projected to be sold above MSRP, which is down from a high of 49% in July 2022.

Total aggregate retailer profit from new-vehicle sales for this month is projected to be down 16.5% from May 2022, reaching

\$3.8 billion for the third-highest May on record.

√Retailers continue to engage in significant pre-selling of their inventory. However, due to higher inventory levels, more consumers are buying vehicles that are on the lot. In May, 46% of vehicles are projected to be sold within 10 days of their arrival at the dealership, which is down from the peak of 57% in March 2022. The average time that a new vehicle spends in the dealer's possession before being sold is expected to be 30 days, up from 12 days a year ago, but still less than half the pre-pandemic average of 70 days.

Use stuff like this to show you "get" the auto business and to grasp how your dealer is performing vs the national averages. Ask questions like...

◦ *I was reading that projections are that in May, 46% of vehicles were sold within 10 days of their arrival on dealer lots. Also, the average time that a new vehicle spends in a dealer's possession before being sold is 30 days. Is that close to what you are experiencing?*

