

BACK TO SCHOOL 2025



An Icon! the “School bus” design variations across multiple countries.



CONNECT



EVOLVE



SUPPORT



RECOGNIZE

“IN-STORE MARKETING AND SHOPPER ACTIVATION” BACK TO SCHOOL

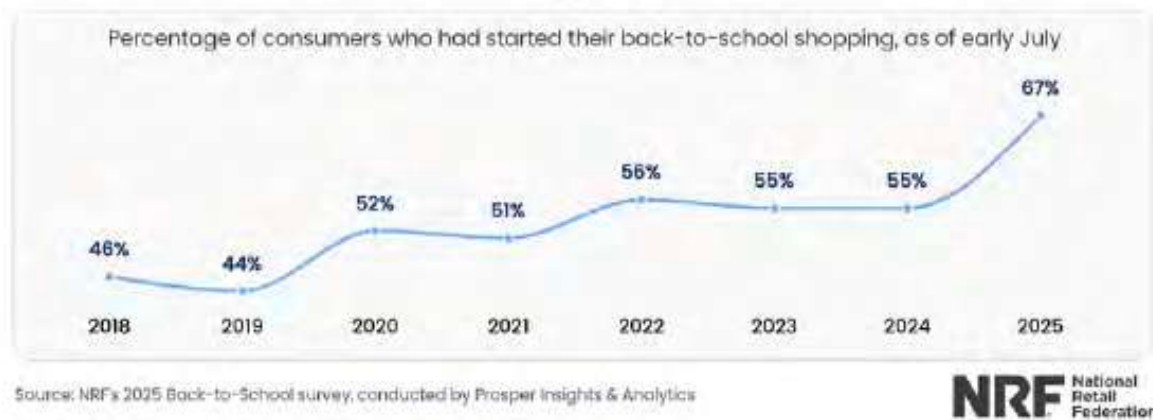
To serve our members, partners and countries across the globe we are happy to share creative and inspirational insights on Displays, Visual Merchandising, Store design, Digital and Interactive, Sign, Promotions, Decoration, Props, Lighting, Print media, Adhesives and much more with the purpose to improve the shopping experience and create revenue's instore during Back To School.

This report shows In-store experience and shopper activation examples with over 100 images, from seven countries. We hope that all of this will inspire you and hopefully it brings you creative thoughts for next year's Back To School.

“Consumers are being mindful of the potential impacts of tariffs and inflation on back-to-school items, and have turned to early shopping, discount stores and summer sales for savings on school essentials.”

Katherine Cullen, Vice President of Industry and Consumer Insights, NRF

Consumers are shopping earlier than ever



IN-STORE STRATEGIES

- International brands such as Bic, Pelikan, Pritt, Faber Castell, Crayola, Staedtler
- Private Labels
- Mix of Theme and Action/Price communication
- Price/offer actions
- 2 for 1
- 3 for 2, Mix & Match
- Loyalty Cards

IN-STORE ELEMENTS

- Temporary Displays
- FSDU
- Branded displays
- Ceiling Hangers
- Temporary shelf trays
- Floor stickers
- Top cards
- Sign

- Shelf sign
- Visual merchandising
- Decorations
- Pallet displays
- Sleeves security shields
- Shelf dividers
- Dump bin
- Shelf ready packaging
- Roll Up Banners

IN-STORE MESSAGING

- Back to School
- Cool to school
- Retail branded displays
- Discount %
- Start beginning
- Hello School
- Clubcard
- School Rocket
- The School Shop
- School ready

- In-Store & Online
- Get set for school
- Better than half price
- School starts here
- Back to Uni

IN-STORE TACTICS

- A separate or dedicated BTS department
- Volume presentations
- Cross selling
- Second placement

IN-STORE DESIGN

- Primary colors
- Brand colors
- Bus iconography
- Graphics
- Cartoons and Comics
- Full Color Photos
- Movie theming

KAUFLAND



ALBI



LUXOR



MAKRO



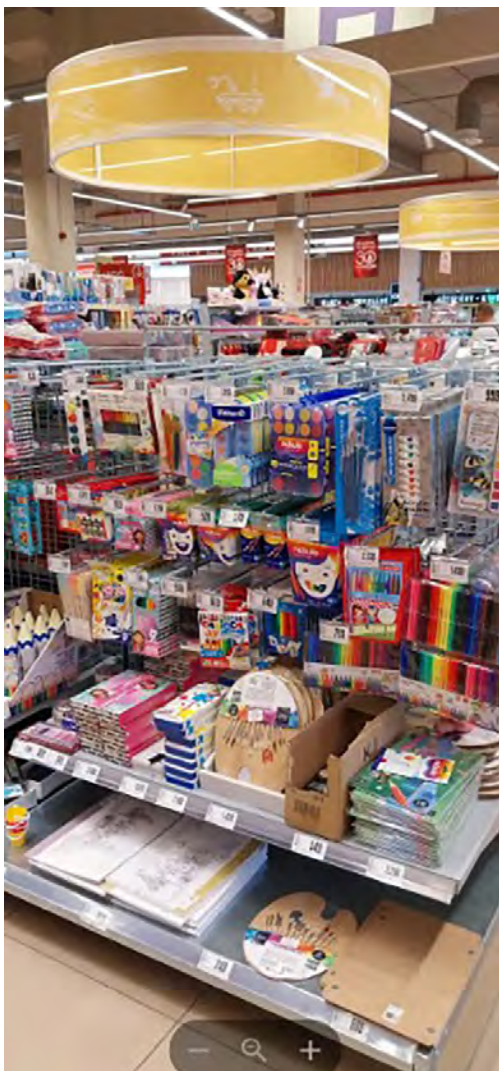
TESCO



KAUFLAND



INTERSPAR



AUCHAN



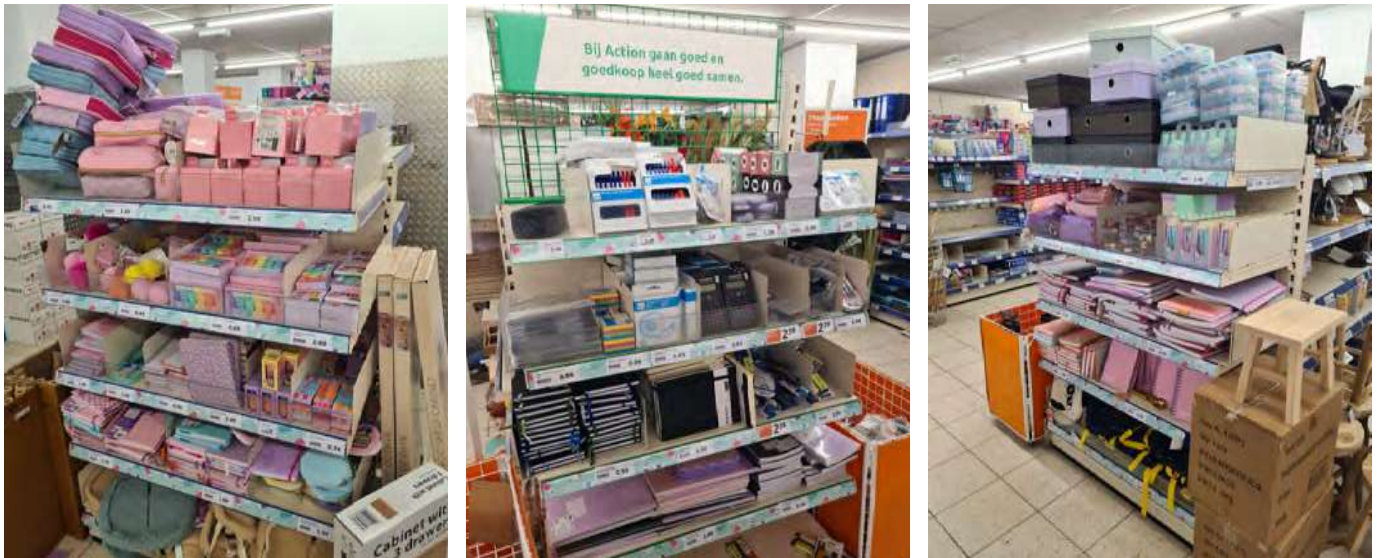
AUCHAN



TESCO



ACTION



PAAGMAN



HEMA



PEPCO



JUGUETTOS



LEGO



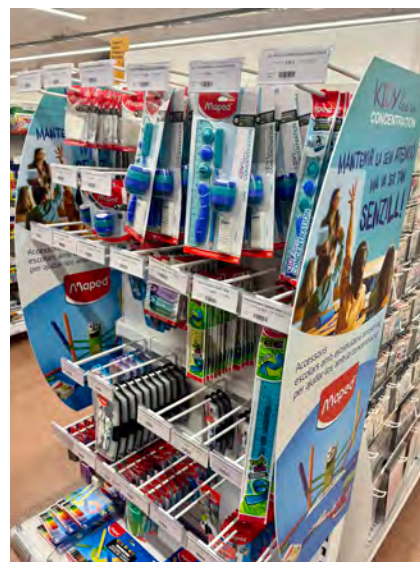
MEDIAMARKT



FNAC



ABACUS



ABACUS



ABACUS



ALCAMPO



ALCAMPO



ABACUS



ELCORTE INGLES



ELCORTE INGLES



CLARKS



DISNEY



MORRISONS



TESCO



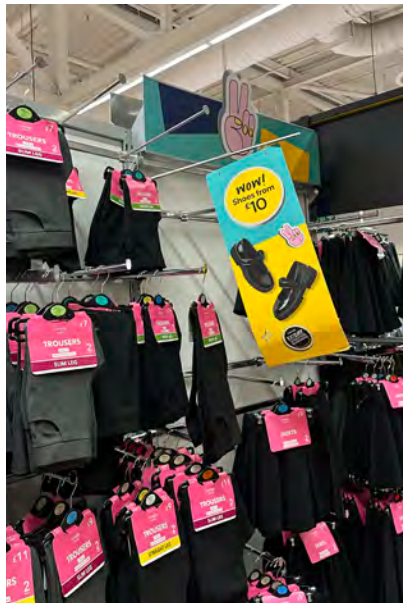
TESCO



ASDA



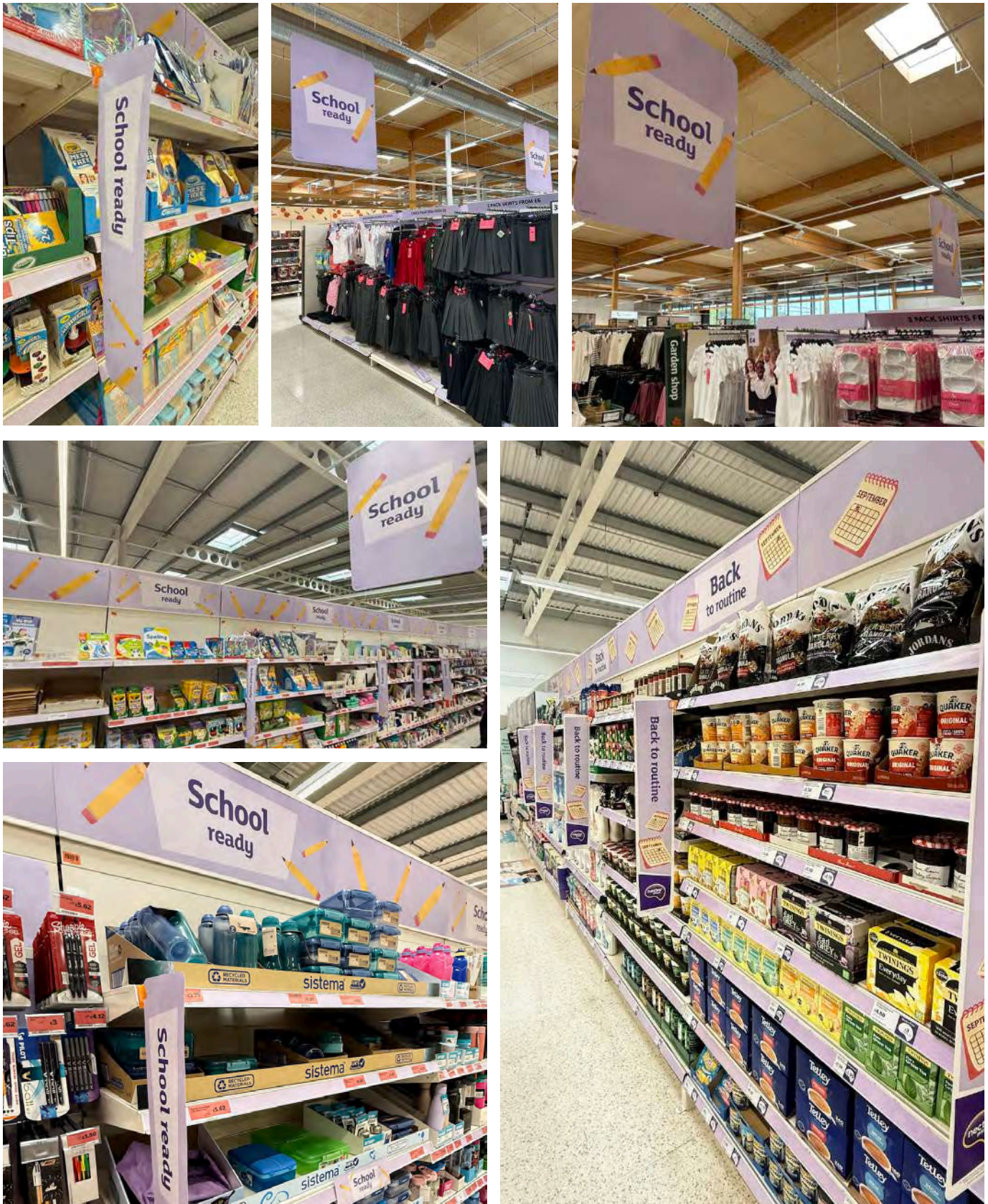
ASDA



SAINSBURY



SAINSBURY



M&S



EE



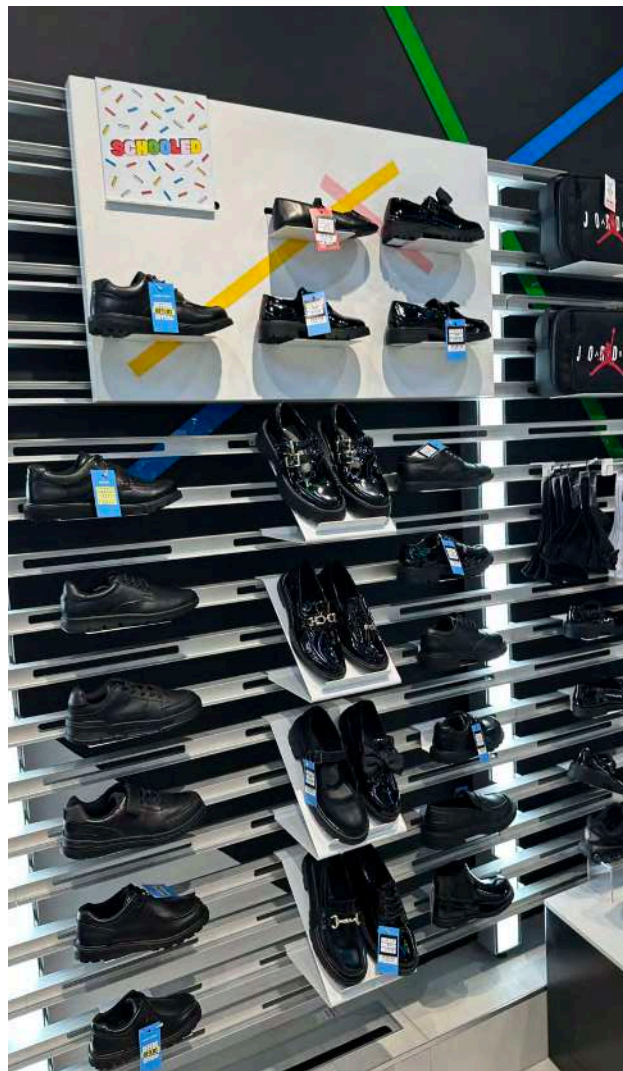
PRIMARK



HOLLAND & BARRET



SCHUH



SKECHERS



BOOTS



B&M



TG JONES



CARD FACTORY



NEXT



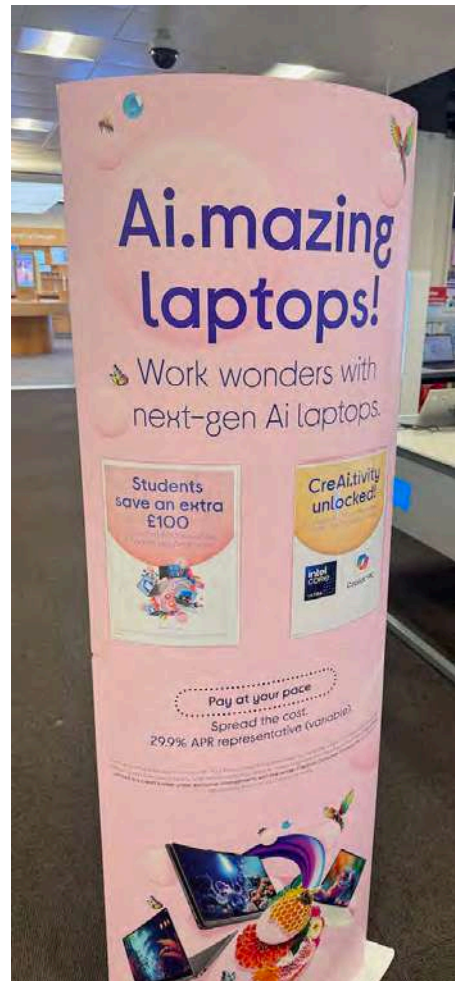
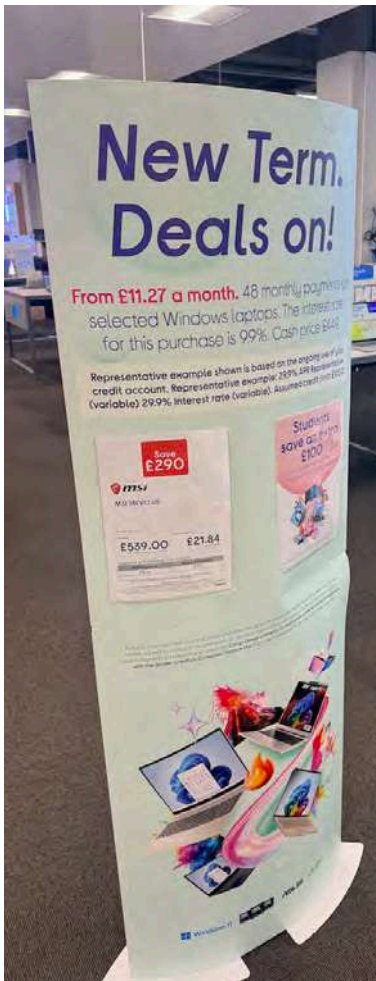
PEACOCK



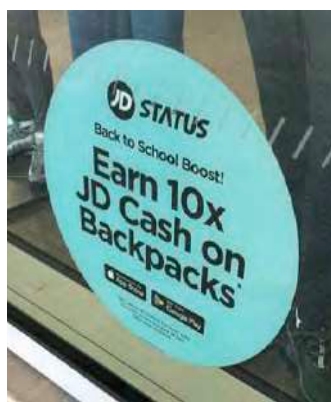
LIDL



CURRYS



JD SPORTS



POUNDSTRETCHER



RYMANS



SHOEZONE



TK MAXX



SPORTS DIRECT



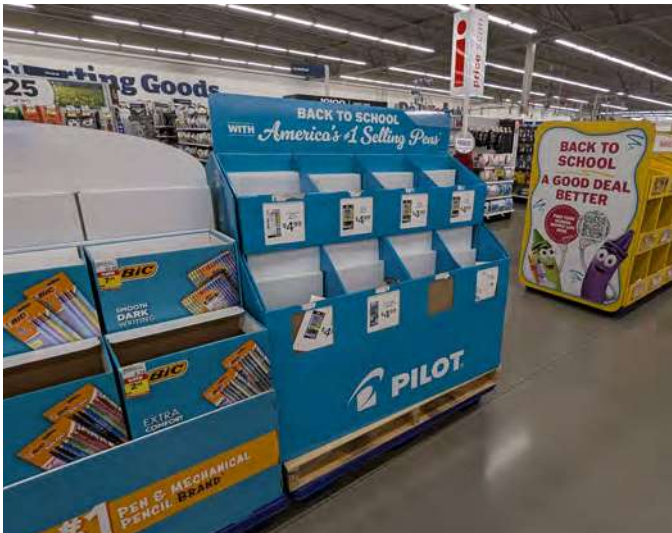
WH SMITH



WAL-MART



MEIJER



STAPLES



KROGER





ABOUT SHOP!

Shop! Association (shopassociation.org) is the global retail trade association dedicated to elevating the in-store experience and is the catalyst for progressive evolution in retail. Shop! represents companies and affiliates worldwide from 32 countries.

The association brings value to the global retail marketplace through connecting, networking, research and education programs, events and industry awards while also offering business-focused content, support and resources to retailers, brands, designers, producers and suppliers throughout the industry.

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