

Spring Retail Seasonal Marketing

A SPRING BREAK SURVIVAL LESSON

Students learn about seasonal retail marketing.

Students design retail displays for spring.

Google Slides or easily convert to Microsoft PowerPoint

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

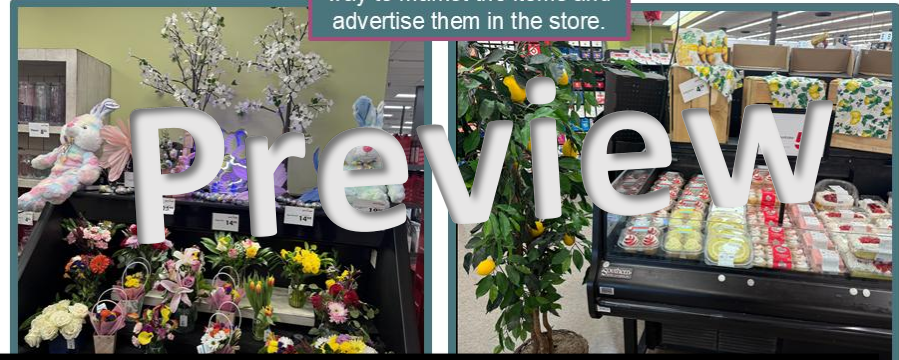
9 Slides about Seasonal Marketing & Retail Displays

Seasonal Marketing and Sales




Store displays are often done seasonally and showcase what customers want and need at the time of year.

Putting the merchandise right in front of the customer is a way to market the items and advertise them in the store.



When putting together a seasonal display, store employees will gather items that are used during that particular season and include them in the displays together to make seasonal shopping easier for the customer and entice them to buy more items.



Spring Forward with Fresh Retail Insights

As the winter months end, shoppers turn their attention toward seasonal activities, stocking up on spring essentials like lawn and garden equipment and spring cleaning supplies to a one-of-a-kind product. For Mother's Day, it seems as though everyone is on a mission to get ahead of spring's most-anticipated events. Based on insights from Bazaarvoice's network of 5700+ brand and retailer websites, here are the trends and shopping habits to watch to drive growth this spring season.

1. New Season, New Threads

Dresses are in high-demand



Track Spring Shopping Trends

- 8% ↑ Spring traffic compared to Summer
- 52% ↑ Dresses in high-demand
- 5% ↑ Fashion traffic

Graduation: Traffic in this category is 16% higher than it is in the summer and 52% higher than it is in the fall. During late April, dress traffic increases 25% as high schoolers around the country prepare for graduation parties and, of course, prom.

2. Spring sprucing

Lawn & Garden activity heats up

- #1 SEASON: Spring traffic in the lawn and garden category is 20% higher than it is in the summer and 67% higher than it is in the fall.
- 146% ↑ FROM WINTER TRAFFIC: The first hints of spring have shoppers thinking of time spent outdoors in backyards and gardens.
- 61% ↑ DURING SPRING BREAK: Lawn and garden traffic surges during Spring Break, as families finally have the time to get motivated for the months ahead.

GARDENING & ALLERGIES: The seasonal shift may motivate shoppers to get ahead of lawn and gardening projects, but it also brings challenges for allergy sufferers. One week after the first day of spring, traffic for over-the-counter (OTC) medicines spiked 61% higher than average.

SPRING CLEANING: Shoppers eager to wipe away winter begin stocking up on cleaning products. Traffic for cleaning products during the spring months is 18% higher than it is in the summer and 13% higher than it is in the fall. The takeaway for marketers: Common CPG items like cleaning supplies can have nuanced seasonal trends that can make a big difference.

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3. Make way for spring holidays

Spring celebrations drive sales

- \$5.3 billion expected spend
- 70% ↑ Easter spending

ST. PATRICK'S DAY: According to the NRF, total spending on St. Patrick's Day is expected to reach the highest amount in history and more than half of U.S. consumers plan to celebrate. Food is the most purchased item and cabbage shipments are expected to increase 70% during the week prior.

EASTER: Shoppers spent some \$18.4 billion on Easter in 2017, per the NRF. More than \$2 billion was spent on candy alone.

MOTHER'S DAY: When it comes to Mother's Day, shoppers like to plan ahead, doing the bulk of their shopping in the weeks leading up to the holiday. Jewelry traffic peaks the Monday before Mother's Day. Total spending on Mother's Day was \$24.6 billion last year, the highest it has been in nearly 15 years, per the NRF.

Purchase decision journey for popular spring items

Item	Average buyer spent	Researching	Products across	Sessions at	Retailer
Lawn Care	Average buyer spent	6 days researching	3 products across	2 sessions at	1 retailer.
Jewelry	Average buyer spent	5 days researching	6 products across	3 sessions at	1 retailer.
Dresses	Average buyer spent	8 days researching	12 products across	3 sessions at	2 retailer.

Google Slides or **Easily** Convert to PowerPoint

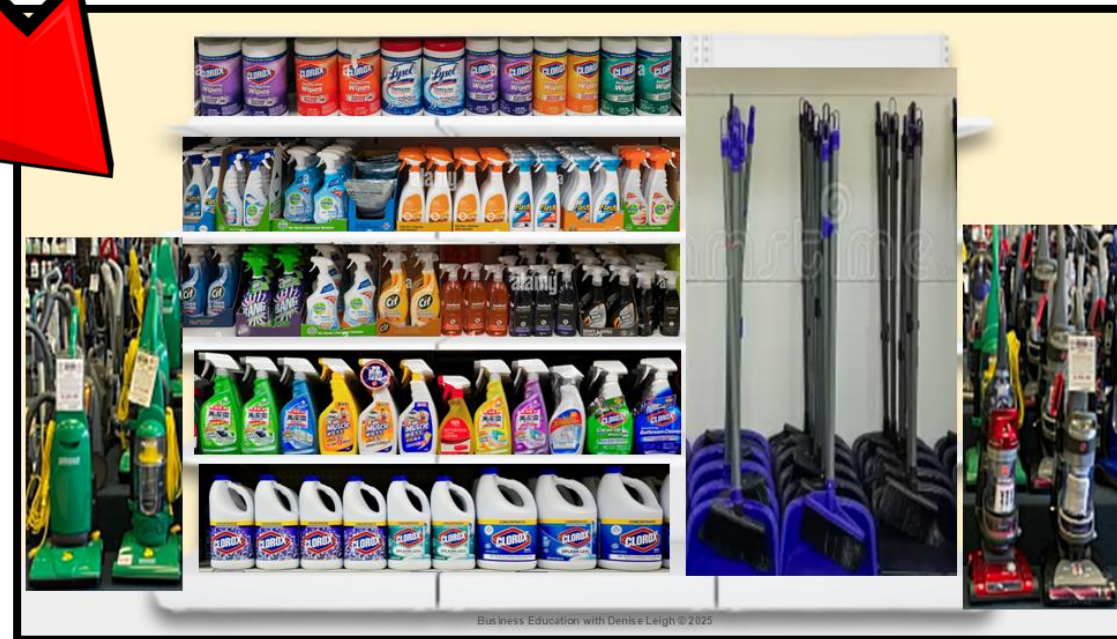
Spring Cleaning Displays

...then students design their own seasonal retail displays.

**FROM
THIS...**



**TO
THIS...**



Student Examples Included

Easter Candy Displays

...then students design their own seasonal retail displays

**FROM
THIS...**



**TO
THIS...**



Student Examples Included

Spring Gardening Displays

...then students design their own seasonal retail displays

**FROM
THIS...**



**TO
THIS...**



Student Examples Included

Spring Prom Dresses or Tuxedos Displays

...then students design their own seasonal retail displays

**FROM
THIS...**



**TO
THIS...**



Student Examples Included

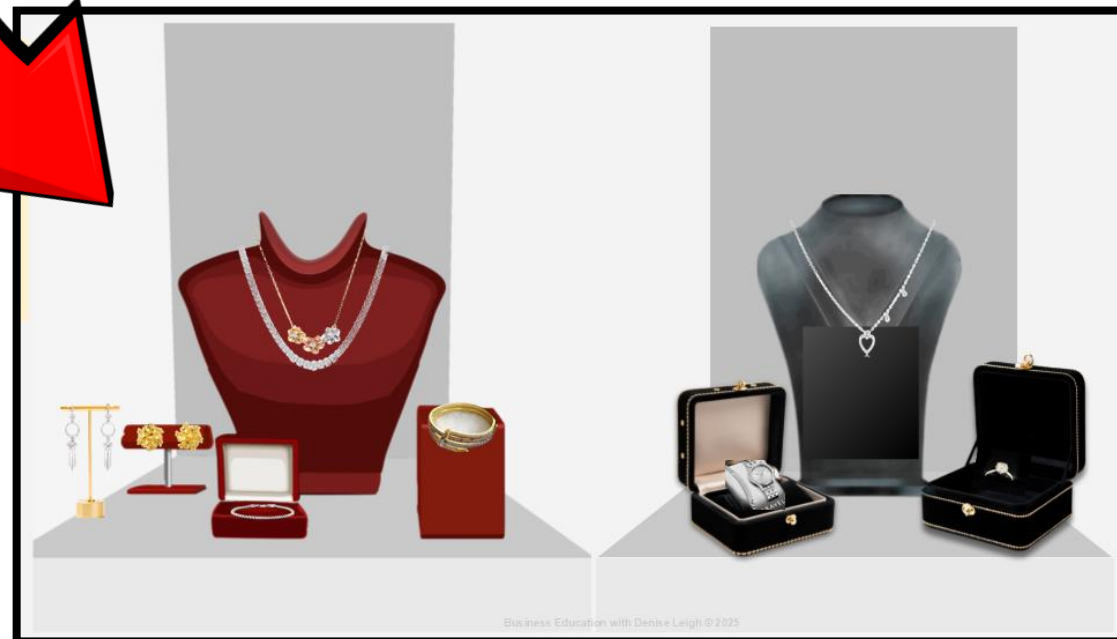
Mother's Day Jewelry Displays

...then students design their own seasonal retail displays

**FROM
THIS...**



**TO
THIS...**



Student Examples Included

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

