

## July 31st, 2020 - The Friday Surge: Back-to-School Edition, Part 1



### The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

\*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

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***What "the most wonderful time of the year" looks like in 2020***

***New food-related behaviors and preferences***

***How to 'pivot' a business successfully***

***More movie news***

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The survey says...

For many of us, [this commercial](#) (one of my all-time favorites) takes on a whole new meaning right now. In an average year, many of us would be planning for kids to return to school buildings across the country, but this is not a typical year. Here are some interesting statistics of what this atypical environment may look like in the back-to-school world for families.

- **Grocery shopping will continue to experience gains.** Research firm [MFour](#) asked shoppers leaving a Walmart or Target how they thought their [spending would change in the next three months if students are not permitted to return to school](#), and more than half (57%) said they expected their spending on groceries to increase.
- **Parents will continue to be challenged in their daily lives.** A study by [LendingTree](#) in May, and reported on by [eMarketer](#), indicated that parents in the US were primarily concerned with trying to work from home while taking care of kids, [with 31% being challenged by this need](#). Not surprisingly, therefore, more than half of consumers in the MFour study also expected to increase their spending on toys, books and games, with 52.5% saying so. Still MFour also reports that [62% of parents say they are as \(or more productive\) at home](#).
- **Consumers will find new ways to stay healthy and fit.** More than four in ten shoppers in the MFour study said that they intend to increase spending in the health and wellness category as we [continue into the 3rd quarter of the year with 48% saying they will spend more in that category](#).

continue into the 3rd quarter of the year, with 43% saying they will spend more in that category than they are currently spending.

[Click here to view more results](#)

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### Fun Facts

Food - always a fun topic to discuss, and food consumption trends have been greatly impacted by the pandemic. A recent study by [What the Future](#) indicates:

- The vast majority of Americans (78%) are open to trying new recipes, and nearly three-quarters (72%) are also open to trying new foods.
  - Food delivery is definitely experiencing a renaissance! Nearly half (47%) say that delivery is a great alternative to dining in.
  - Trust is a factor in choice of dining location - 68% are more likely to get drive-through or takeout rather than dining in at a restaurant.
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### Getting Creative

In an [article for Entrepreneur magazine](#), Jennifer Spencer recently laid out some creative solutions regarding how companies can pivot their marketing efforts to consumers who are at home. Spencer says that ultimately, marketers who are successful will show prospects how they can use their product in their daily lives, and will use advertising that incorporates some well-positioned humor.

This is why it is critically important that companies who are "pivoting" have a clear understanding of their new target audience, their pain points, purchase motivators, and other aspects that are important in buying decisions.

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### PS

[In the last issue of this newsletter](#), I discussed some news in the world of movies. This week there was even [more news](#) in the on-demand world from AMC Theaters and Universal Studios. Essentially, three months just became less than three weeks.

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### Quotable

*"People rarely succeed unless they have fun in what they are doing."* - Dale Carnegie

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