



School & 6th Form Media

2022 Media Kit

Active Advertising

boomerang

The OOH Destination & Audience Specialist

We create engaging communication solutions in desirable consumer environments

Retail



Health & Fitness



Active Family



Youth



Shopping Centres



Gyms



Playcentres



Schools & 6th Forms



Our Media Portfolio

Designed to entertain, engage & standout

Digital



Large Format & Digi-Walls

Classic



6-Sheets

Experiential & Ambient



Events

Sampling



Active



Digital 6-Sheets



Change Panels



Bespoke Media Formats



Passive

Active Advertising

Our Positioning Platform

Destination Features

- 01 Lifestyle choice - 'me time'
- 02 With their peer group
- 03 High dwell-time

Advertiser Benefits

- 01 Open, receptive mindset
- 02 Generate word-of-mouth
- 03 Superior engagement & recall

**'Unlocking the power & value within
audience destinations'**



Schools & 6th Forms

Engaging tomorrow's decision makers today



Industry Expertise

- Boomerang Media Group are a leading supplier to the education sector, with contacts at 10,000+ schools & 6th forms
- Our highly respected educational arm produce & supply school diaries, student-planners, yearbooks, apparel & teacher-planners/resources
- 20+ years experience in his market mean our partner schools 1) trust us & 2) welcome appropriate media activity on-site



The Youth Market

- An economic powerhouse
 - Spending by young people is worth £4.89bn to the British economy
 - This equates to about £10 a week for 7-to-10 year olds, £15 a week for 11-to-15 year olds & £50 per week for 16-19 year olds
- School & 6th form are often the centre of a young person's social world
- The start of independence
 - Youths are more 'media aware' than ever & choose the messages they wish to engage with

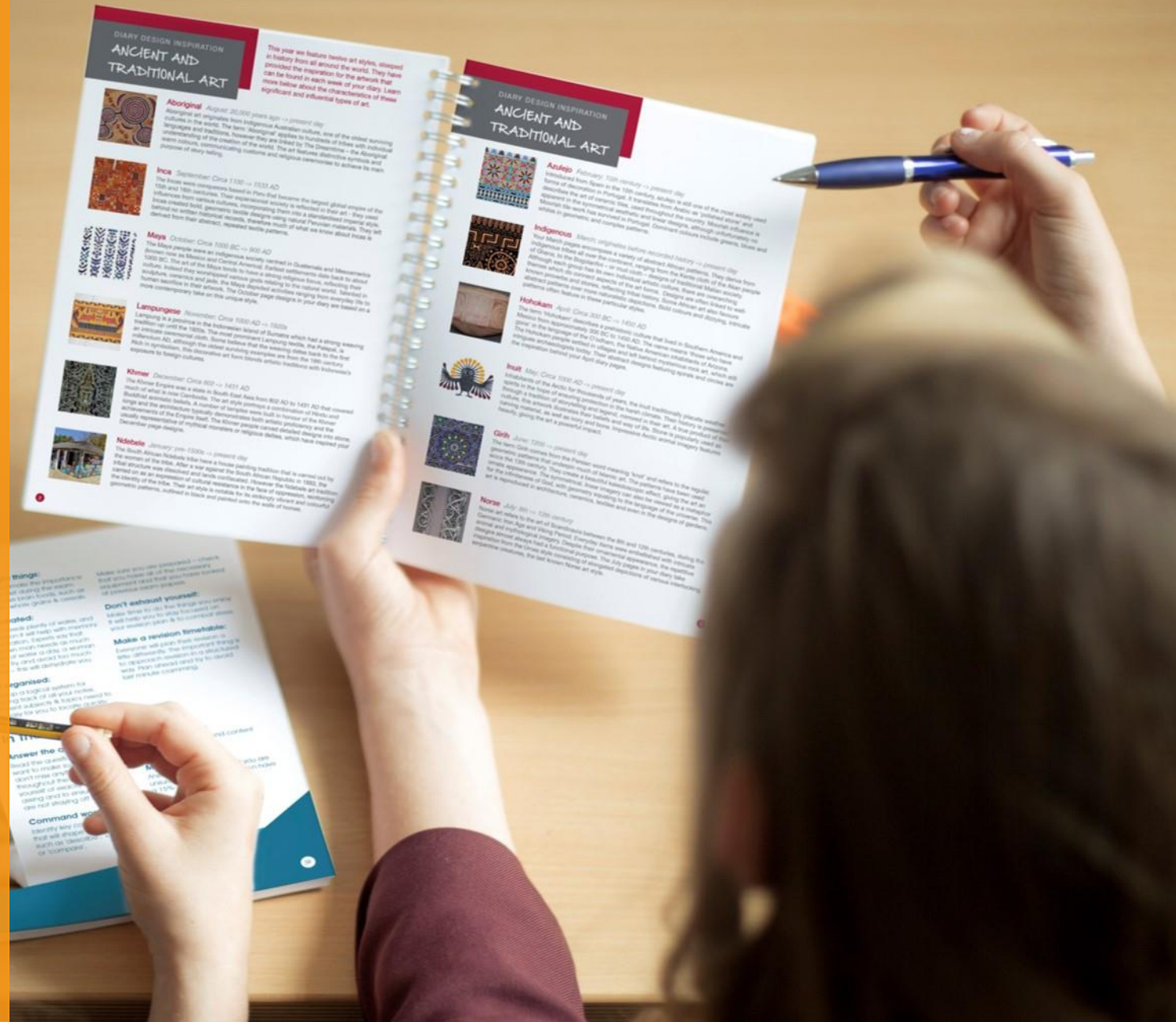
The Impact of COVID School Measures

Extra Hygiene Measures

- Regular testing offered to pupils & their families
- Majority of secondary pupils to wear masks whilst in school
- Social bubbles of pupils/year groups
- Increased hygiene measures & hand sanitizing stations throughout schools

Our Media Opportunities

- We're able to operate & distribute our media as usual
- Campaigns are handed out directly to pupils, rather than placed in a communal area
- Diaries are still used throughout the day as both a learning support & communication between teachers & parents



Our Media Suite

Impactful activities that are remembered



i. Tailored Media Campaigns

Targeted, bespoke,
'made-to-measure' solutions



ii. School Planners

Tap into an integral part
of school-life

A group of approximately ten children, mostly of primary school age, are gathered in what appears to be a library or a room with bookshelves. They are all smiling and holding up copies of the book 'The Da Vinci Code' by Dan Brown. The book covers are visible, showing the title and the author's name. The background shows bookshelves filled with various books, including some with 'HORROR' and 'FANTASY' labels. The overall tone is positive and educational.

Tailored Media Campaigns

Targeted, bespoke, 'made to measure' solutions

An Expert Facilitator

- 20+ years of partnering schools means we know what they (& their students) are likely to 'get behind' & support
- We have a track record of facilitating unique & bespoke media formats as a tailored solution for many clients
 - A senior member of staff is responsible for co-ordinating media activity on-site
 - Each school is incentivised to deliver campaign feedback & photography
- We also offer a 'school recruitment service', meaning we can reach out to additional/upweight venues in an area if required



Our Educational Estate

A broad offering covering all age groups



Primary Schools

600k x 4-10 year-olds

1,500+ venues



Secondary Schools

1.35m x 11-16 year-olds

1,000+ venues



6th Forms & Colleges

85k x 17-18 year-olds

500+ venues

Our Media Portfolio

Media formats designed to entertain, engage & stand-out



Ambient & Sampling

Deliver your brand right into the hands of youths



Postcards & Booklets

Innovative, engaging & unique



A3 Posters

Impactful, memorable & eye-catching

Ambient & Sampling

- Deliver your brand into the hands of your target audience
- Responsible & self-regulated
 - Panel of schools available as a 'sounding board' for ideas
- Popular formats include -
 - Activity sheets, sticker sheets, sampling, goodie bags, giveaways
- Examples campaigns -
 - Panini - sticker-album distribution
 - Revlon Charlie - deo sampling
 - Sony Music - goodie bags
 - Paramount Shrek - sticker-sheets



A photograph of four children in a library or classroom setting. They are wearing red school sweaters over white collared shirts. Two girls are seated at a green table, focused on activity sheets that feature comic book panels. One girl is using a red pen, while the other is using a pencil. A boy stands behind the table, holding a piece of paper. Another boy is seated at a higher table in the background, also working. The room has bookshelves filled with books and a window in the background. A green banner with the text 'Activity Sheets' is overlaid on the bottom left of the image.

Activity Sheets



Sticker Sheets



Trading Cards



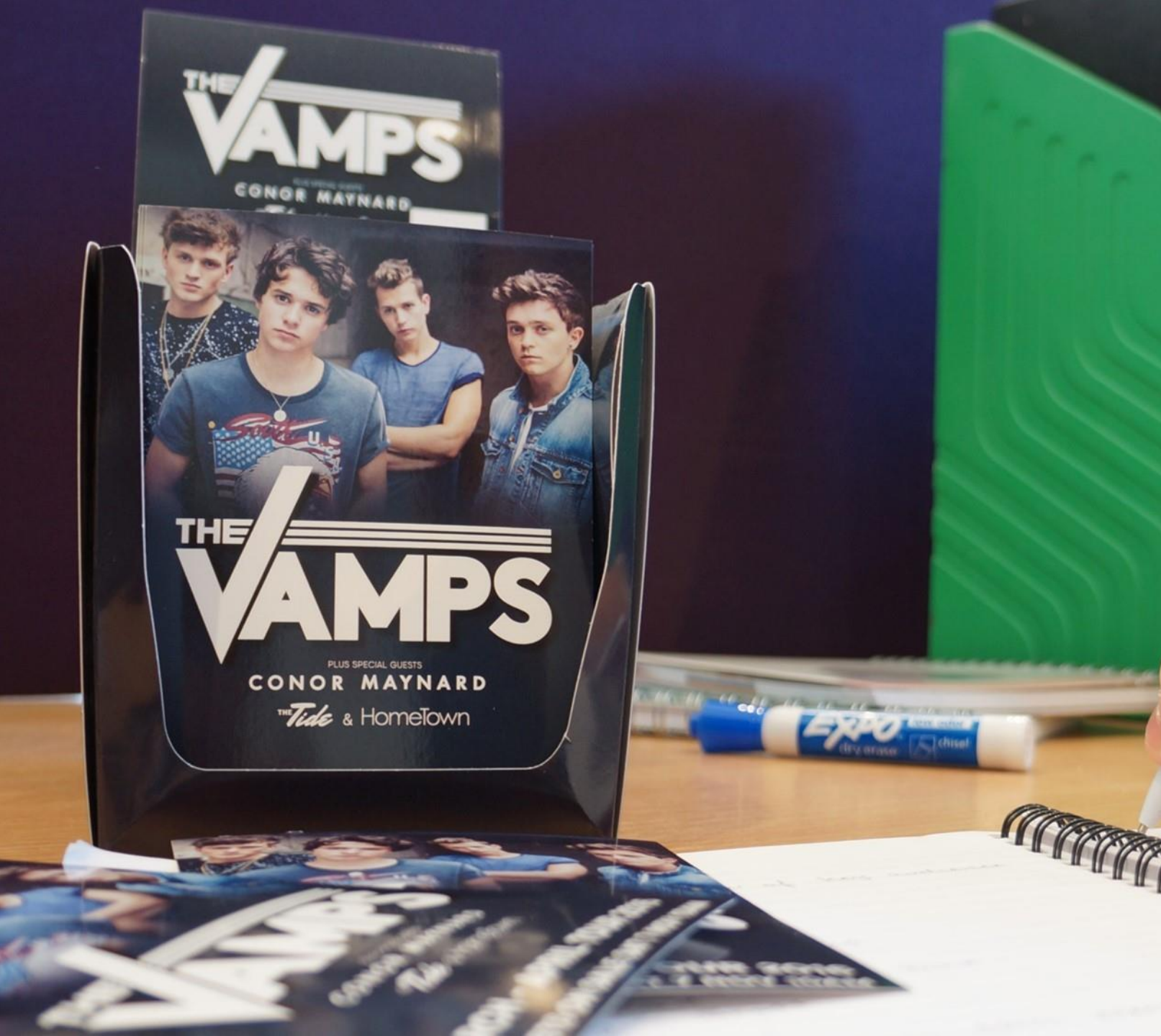
Album Distribution



Goodie Bags




Deo Sampling



Postcards & Booklets

- Postcards & booklets engage & actively encourage word-of-mouth
 - The most powerful form of recommendation
- Optional branded dispenser heightens standout & cut-through
- Positioned in the LRC & 'common rooms'
 - High traffic area, with repeat visits
 - Limited clutter
- Teens seek out postcards
 - 40% of 11-16's have seen them in the past month
 - Average pick-up rates at 90%+

A young woman with dark hair is looking directly at the camera. She has a postcard stuck to her forehead with the words "Am I normal?" written on it. She is holding a piece of paper or another postcard in front of her chest with both hands. The background is a blurred view of a residential building with many windows.

“Postcards are cool, you don’t feel like you
are being advertised to in a hard way.”

Gina, 14



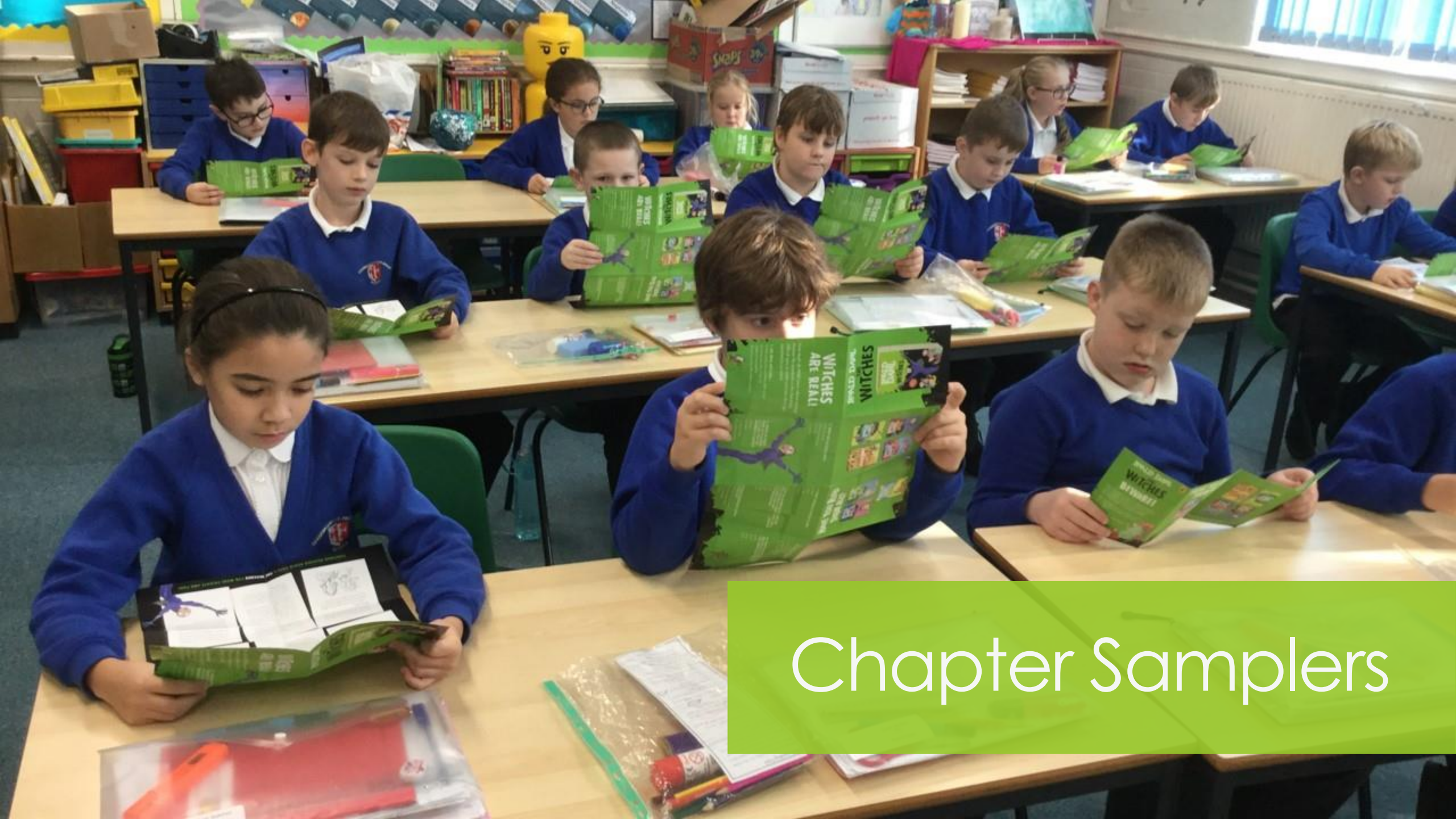
Collectible Set



Interactive Cards

Postercards

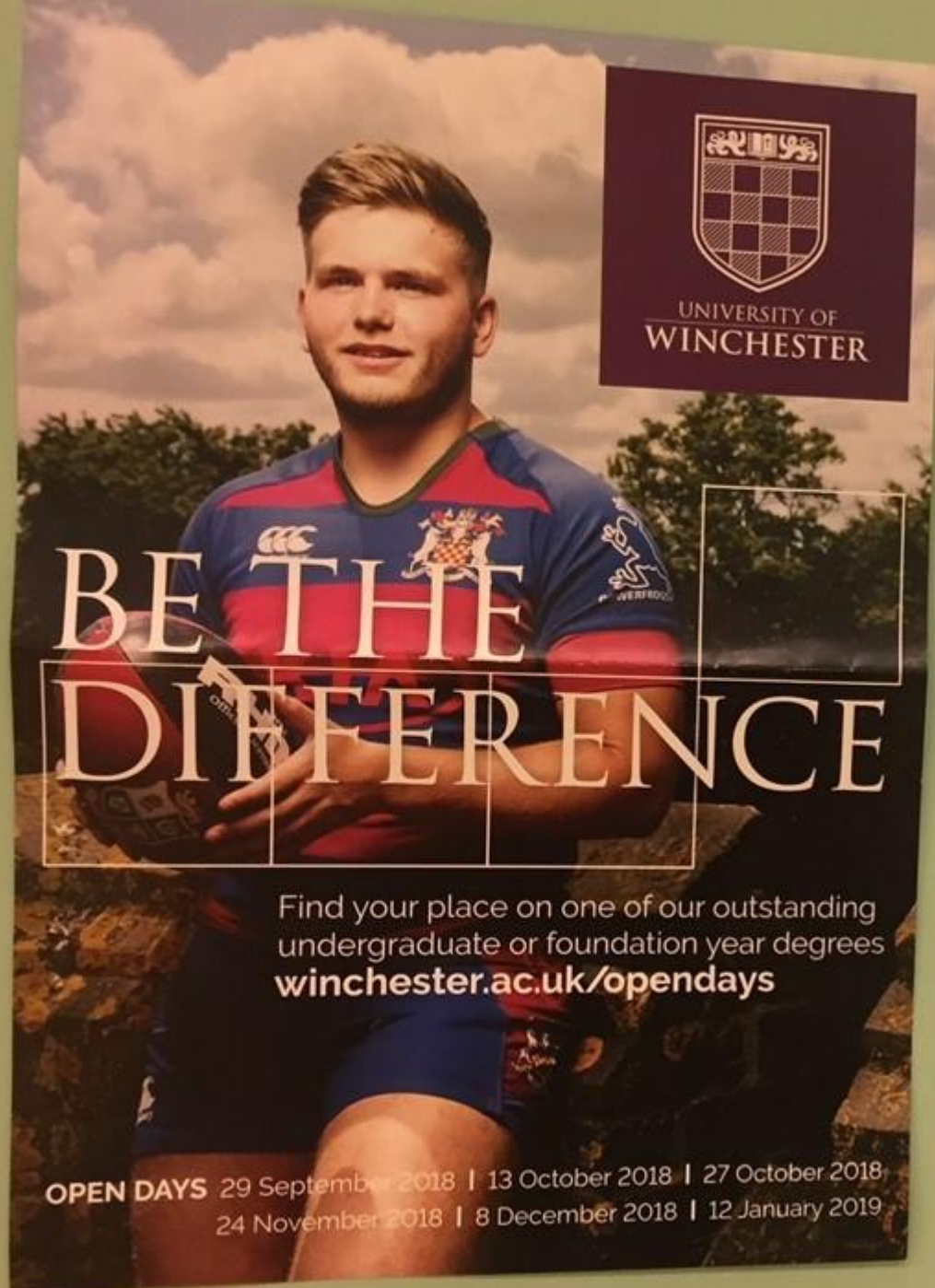




Chapter Samplers

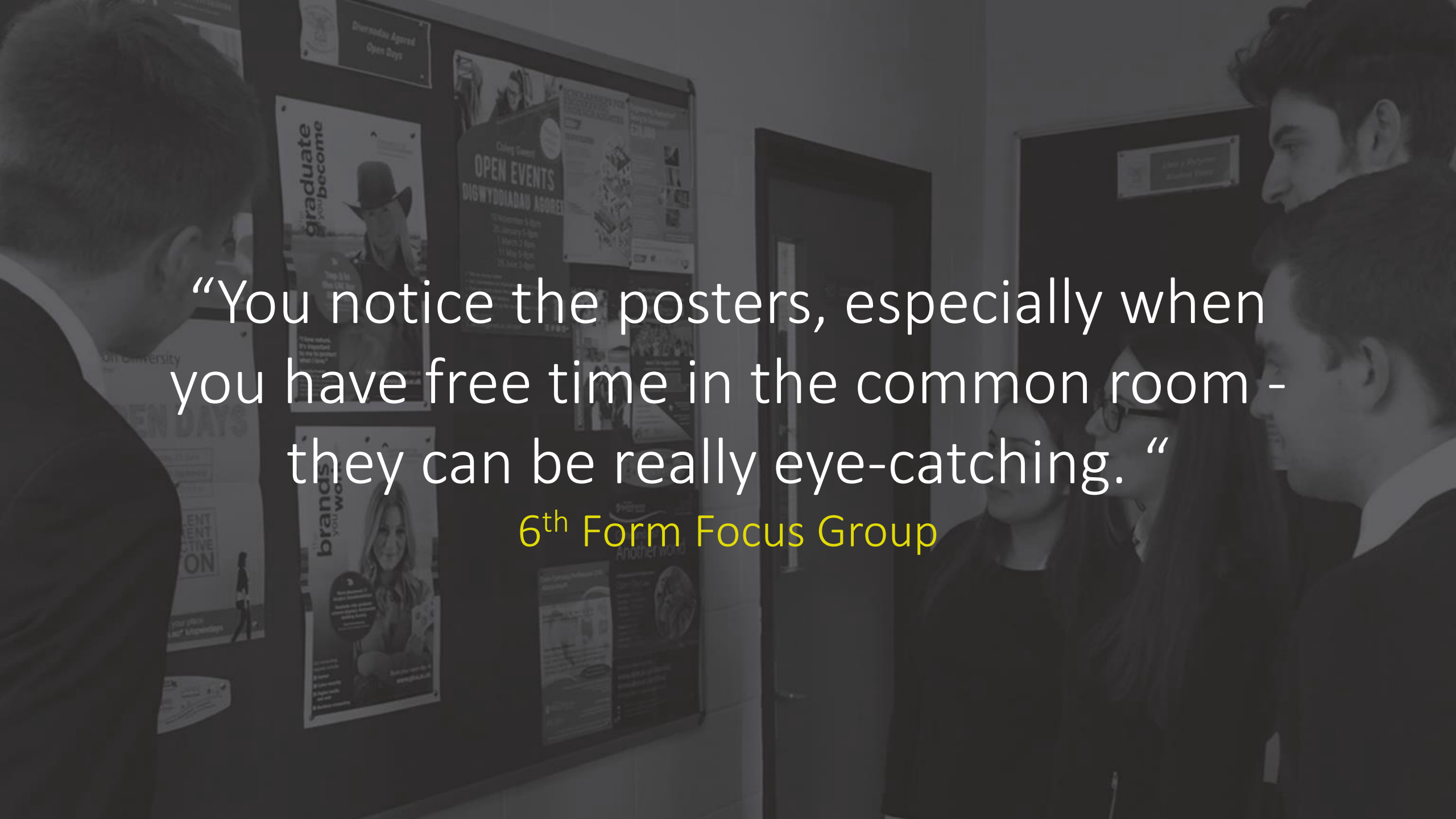
A photograph of a classroom scene. In the foreground, three children in blue school uniforms are focused on reading small, colorful booklets. The booklets feature the 'Powerpuff Girls' characters. One child is standing and holding a booklet, while two others are seated. In the background, a teacher in a pink jacket is visible, along with another child sitting at a table. The room has large windows and colorful furniture.

Booklets



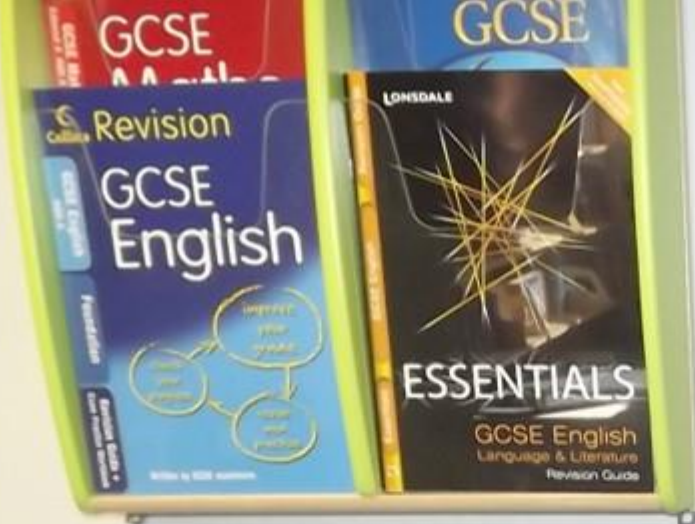
A3 Posters

- Up to 10 x A3 posters per school
 - Usually located in & around the Learning Resource Centre & 'common rooms'
 - 70% of students visit 3-4 times a week*
 - 90% notice-ability*
- Posters are printed & mailed to a specific member of staff, along with an extensive brief
- Schools are incentivised to place the posters & supply photography
- Cost efficient pricing takes into account the delivery & fulfilment mechanism

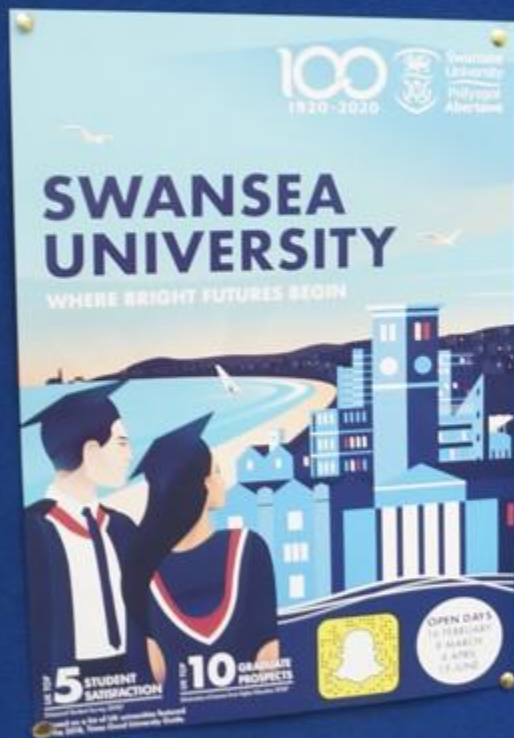
A group of students are gathered in a common room, looking at various posters on a bulletin board. The posters include advertisements for 'graduate you become', 'OPEN EVENTS DISWYDDIADAU AGOREL', and 'brands you won't'. The students are dressed in school uniforms. The scene is dimly lit, with the focus on the posters and the students' interest in them.

“You notice the posters, especially when you have free time in the common room - they can be really eye-catching. “

6th Form Focus Group



Secondary



6th Form



Secondary



6th Form





Secondary

Media Effectiveness

Campaign Recall & Response Figures



Diary of a Wimpy Kid
#1 Children's Chart



90% prompted recall



200,000 album giveaways
& activity sheets





Panini Adrenalyn

School Case Study



Panini - Adrenalyn

- Reaching 7-11's at a time when they are likely to share with their friends is a key media campaign requirement for Panini
- Boomerang acted as the intermediary between Panini & 1,650 x primary schools, distributing close to 1 million trading cards
- In addition, we created a 'classroom challenge competition', where the winner won £1,000 for their school, a £50 voucher for themselves & a football shirt

Social Media Engagement

Panini Classroom Challenge - Feedback



Miss Mitchell
@missmitchellsc

A very happy bunch with their football cards from @OfficialPanini today 😊 Is there anything better as a child than opening the pack to find a shiny one!? 🌟⚽



FoxfieldPE
@PeFoxfield

#ClassroomChallenge @OfficialPanini



4:48 PM · Sep 25, 2020 · Twitter for iPhone



The Winners

Panini Classroom Challenge - 1,700 Entries



ROI

Conna National School



Northern Ireland

Annsborough Primary School




Wales

Ysgol Brynaerau



Scotland

Gatehouse of Fleet Primary



“In launching the new Adrenalyn XL Premier League trading cards, the key to success was a media solution that landed the brand in the hands of our young target user. Working with Boomerang proved to be a highly effective partnership, their extensive network with UK schools was the perfect route to market. The end product created positive user responses.”

Nick Clark, Panini



Topps Match Attax

Topps wanted to get their new Match Attax cards & Mermaid sticker book directly into the hands of children. Through distribution of 200,000 free packets & activity sheets across 1000 schools, our extensive school network allowed them to put their products directly into their target users hands. The material allowed the children to engage with Topps in a fun and relaxed environment and encouraged them to want to purchase more.





eOne

eOne wanted to promote their new 'Ballerina' film to 5-9 year old girls in a highly targeted environment. Our primary school network allowed them to get the film promotion directly into the hands of their target audience. 75,000 activity sheets were handed out by teachers to school girls, creating minimal wastage and building excitement around the story through games and fun facts.



The Vamps

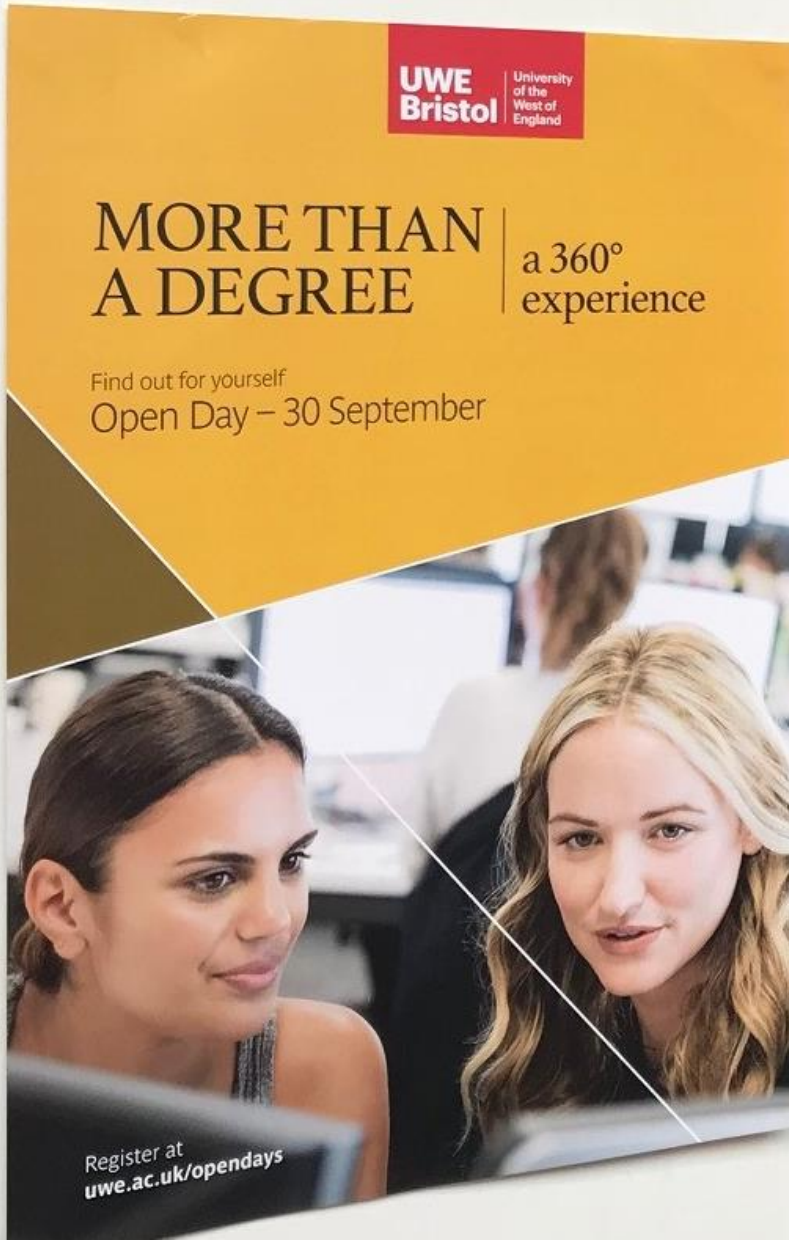
Global Entertainment utilised our school offering to generate excitement about & pre-promote The Vamps forthcoming tour. Active in schools in proximity to tour cities, the postcard & A3 poster featured a 25% off ticket-price mechanic.



NHS

The NHS wanted to drive traffic to the Teen Life Check website - where teenagers could answer a few simple health questions and receive relevant health advice. Postcards with pictures of teenagers of various ethnicities and appearances conveyed the relevance of Teen Life Check to those of all backgrounds.





UWE

The University of the West of England wanted to encourage students to attend their university open days. We distributed a series of A3 posters across 180 sixth form and further education colleges across the UK. The posters were positioned in high dwell time areas around the college, like the library and careers office, capturing the attention of thousands of potential applicants.



Uni of Gloucester

The University of Gloucestershire wanted to promote their courses in sixth forms, where students will be looking at further education options. We distributed A3 posters across 37 venues within 50 miles of the university, communicating with a relevant target audience and advertising various different courses to encourage the students to apply.



Egmont

Egmont Publishing wanted to target 7-9 year olds to create a buzz around their Star Wars Adventures magazine. We distributed 85,000 activity sheets across our primary school network. These featured a themed word-search and competition, creating interaction with and word of mouth about the magazine.



Bloomsbury

Bloomsbury needed to reach 6-10 year-olds for the release of Witch Switch - the second campaign with Boomerang to support the Witch Wars series. We distributed activity sheets nationally, featuring a competition to win books for the school. Wristbands were also given out to pupils, creating word of mouth & buzz.

A grayscale photograph of a classroom with students at desks. Two students in the foreground are smiling and looking at a document on a desk. Other students are visible in the background, some looking at their phones. The image has a dark overlay.

School Planners

Tap into an integral part of school-life

What is a School Planner?



A Work & Life Tool

- Planners (also referred to as diaries) are supplied to pupils by their school & contain unique content designed to support the national curriculum
- They are also a time management, planning & organizational tool, helping pupils develop life-skills
- In addition, diaries also act as a communication tool between teachers, pupils & parents
- Since 2001, Boomerang Media Group have been market leaders in producing & supplying planners to education institutions

Why Advertise?

Key Benefits

Boomerang's planners offer advertisers the chance to promote their brand or product -

- Your product will be in front of your audience all day, everyday, throughout the school year - building brand awareness amongst a target market that can be difficult to engage
- An advertising-to-editorial ratio of less than 10% means communication stands-out & cuts-through



Why Advertise?



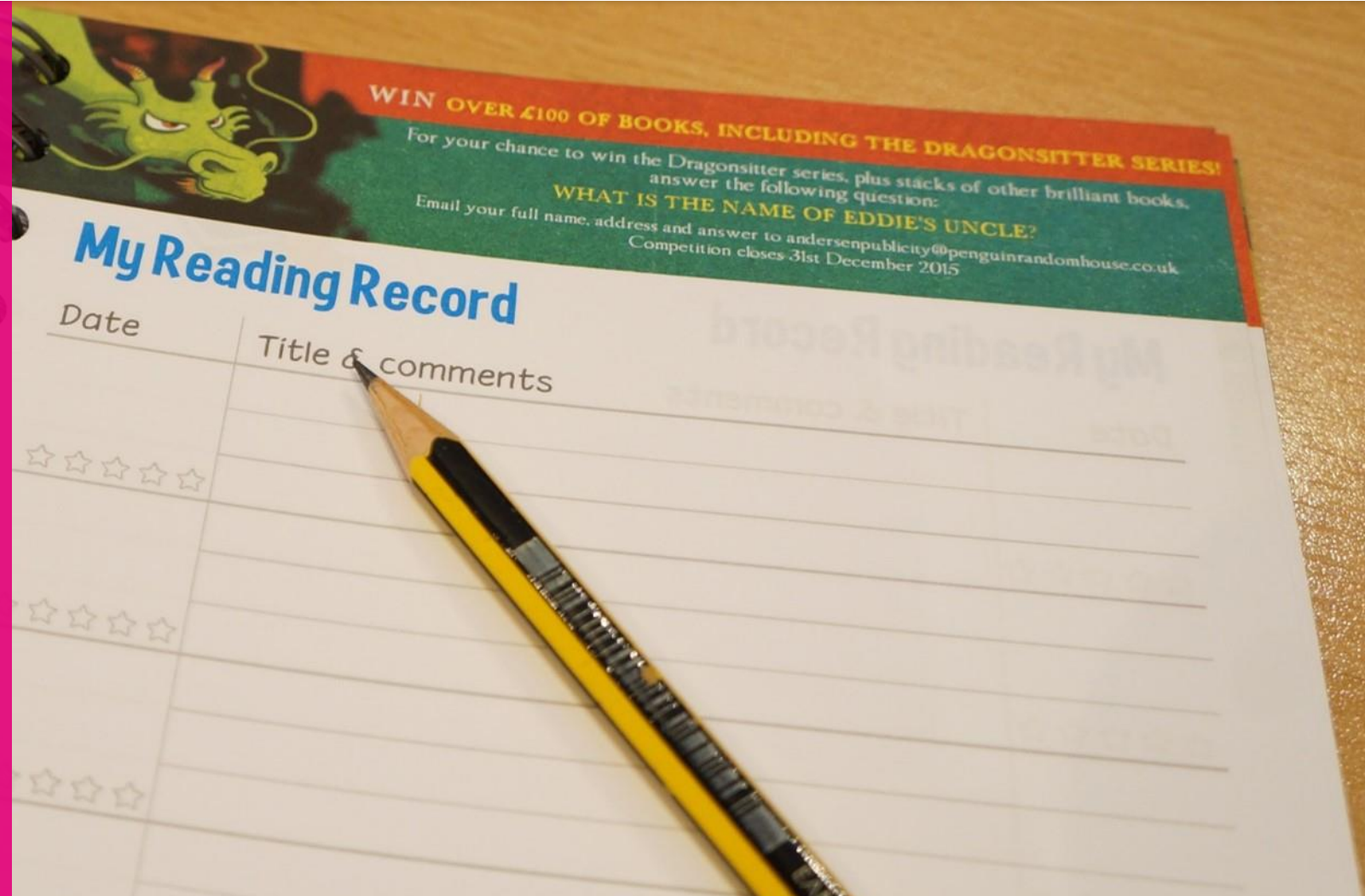
A Social Environment

- Students spend more than 50% of their waking day at school with their friends
- Mintel reports that “word of mouth advertising from friends continues to have a high level of reach & impact across the teenage population” - despite the rise digital devices & social media
- With the diary being an integral part of school life, this is an excellent opportunity to generate word-of-mouth & viral communication

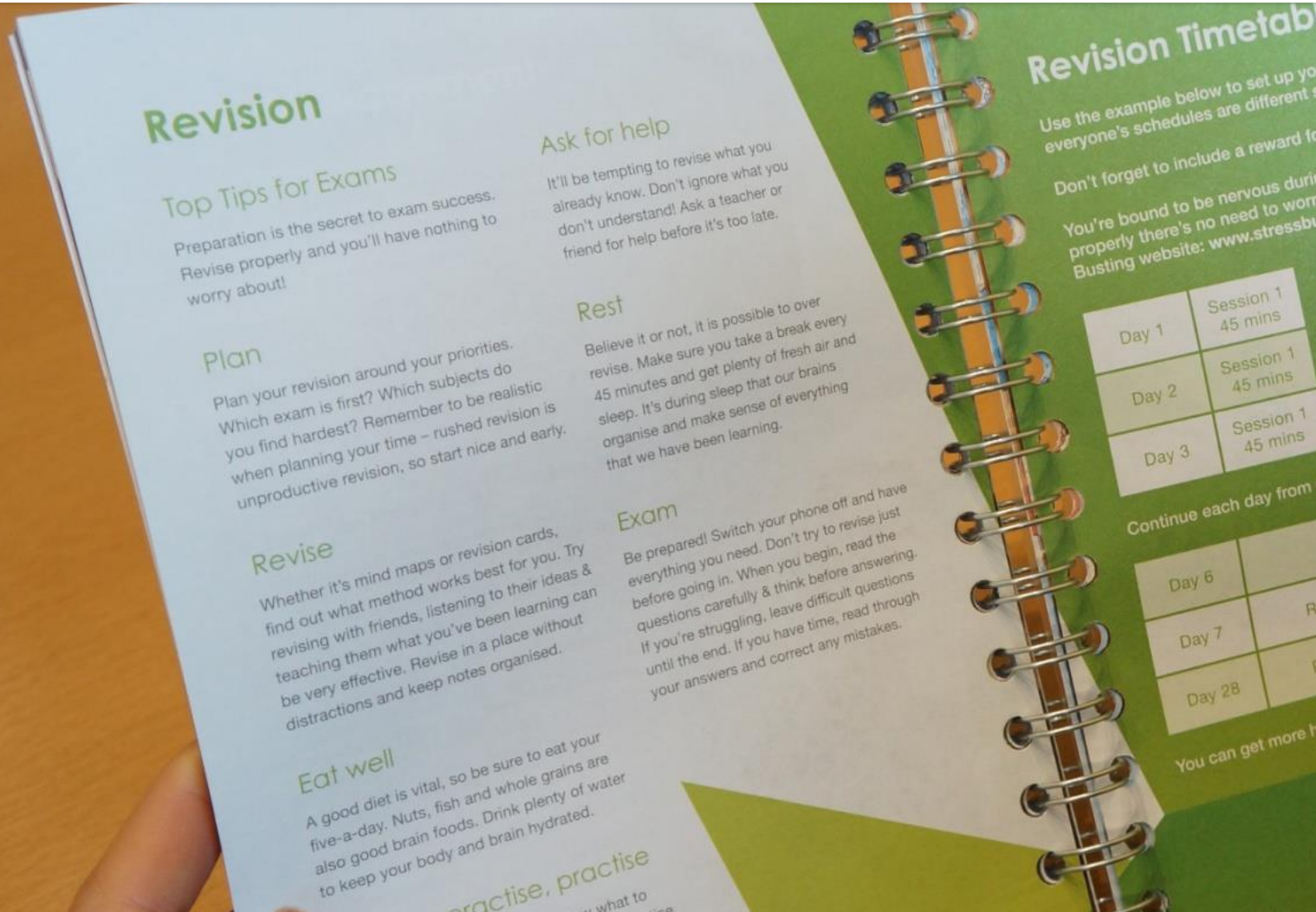
Primary School Planner

Pupils 8-11

- Primary school diaries act as a log-book, as well as a weekly planner
- Featuring reading records & spelling test lists, they are used in school, at home & are seen regularly by teachers & parents
- They also contain subject information, tips on grammar, plus advice on how to stay safe online
- The diaries are popular with publishers like Bloomsbury & Penguin Random House, who sponsor the reading record section
- Reach 125,000 pupils, with the planners used at least 3 times a day, on over 200 days in an academic year



Secondary School Planner



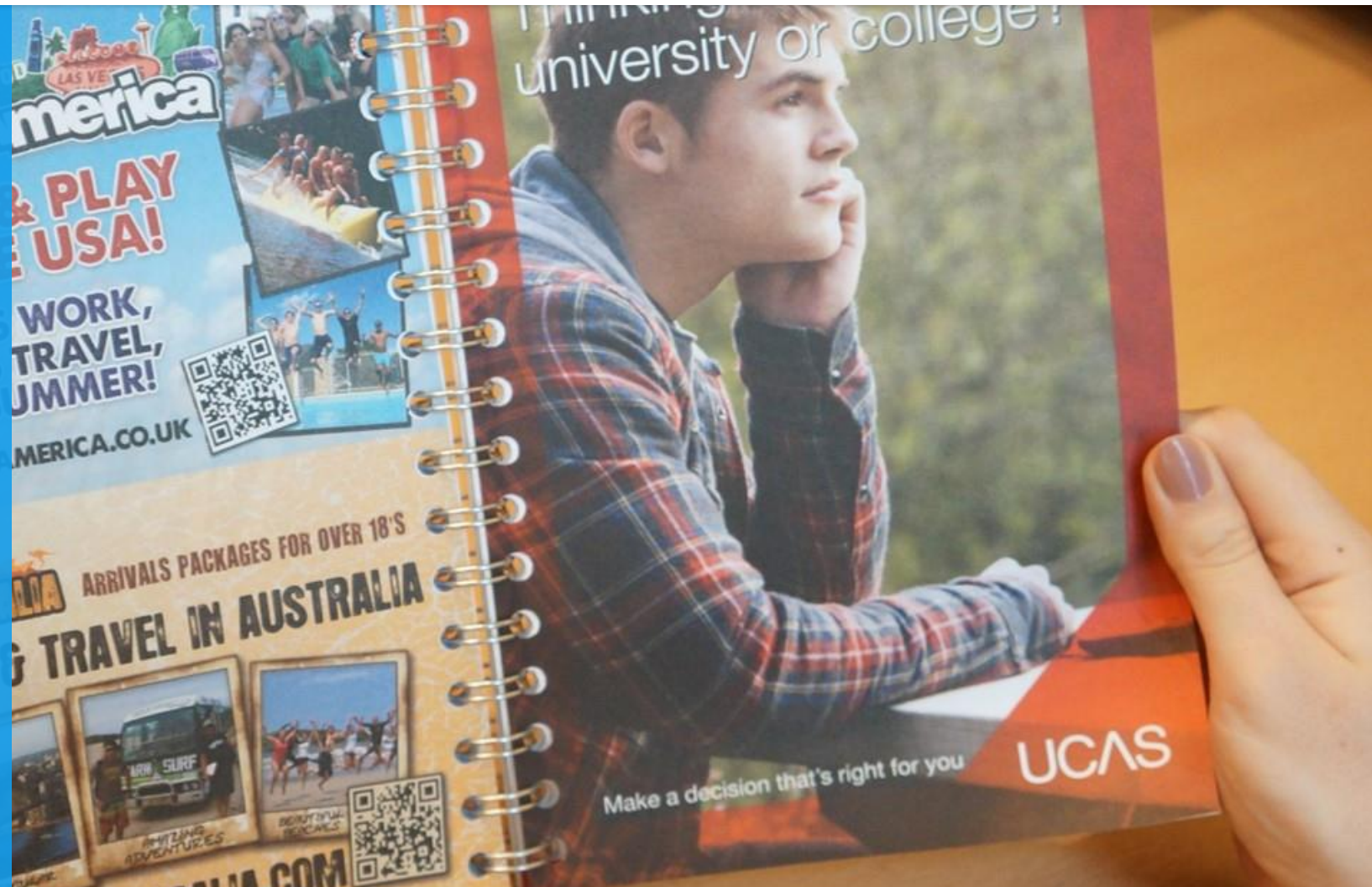
Students 11-16

- Secondary school diaries feature a year planner, as well as subject information, maps, revision guides & time management techniques
- Weekly entries are checked & signed off by both teachers & parents
- They are used each day as an organisational tool, making them popular with advertisers like Stabilo & Rymans
- Reach 500,000 students, with each diary used at least 5 times a day, on over 200 days in each academic year

6th Form Planner

Students 16-18

- As well as a weekly planner, the diaries feature information on UCAS, tips on decision making & personal finance - including budgeting & saving
- During 6th form, students are preparing to leave school/college, making the diaries very popular with advertisers like the National Careers Service, you2uni & Camp America
- Reach 100,000 students, with each planner used at least 3 times a day, on over 200 days in the academic year



Media Formats

Available in Primary, Secondary & 6th Form Planners



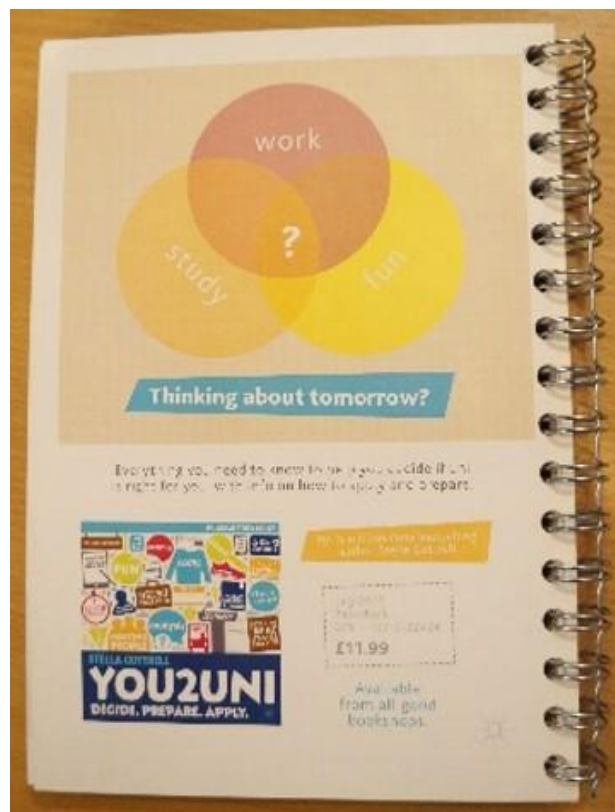
Double Page Spread



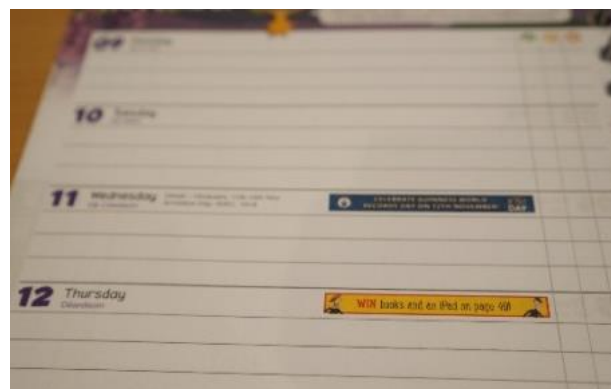
Page & Section Sponsorship

Media Formats

Available in Primary, Secondary & 6th Form Planners



Cover: Inside Front or Outside Back



Weekly Banners & Spot Dates



Full Page: Half & Quarter also available

Publication Details



Campaign Dates

- Artwork deadline 30th April 2021
- Distributed to schools across July & August
- Used in school from September 2021 through to July 2022
- Artwork specifications available on request
- Ad rates on request



Primary Planner

Egmont Publishing ran a campaign in our primary diaries to promote a range of children's titles including the popular 'The Huntress' series & Amelia Fang.

The copy encouraged readers to sign up to their publisher emails in order to win a free bundle of new books, as well as an Amazon Kindle Fire. The competition received over 1,400 entries with 4 months still left to run!

Penguin



Secondary Planner

Penguin ran a diary campaign for their teenage title list, featuring a competition which received over 10,000 entries. Vanessa Godden, Marketing Director - Publishing at Penguin Random House said:

"Penguin Children's have advertised in homework diaries for 3 consecutive school years, seeing fantastic growth in pupil engagement each year. We continue to find advertising within the diaries to be a uniquely effective way of targeting a triple hit of pupils, teachers and parents."

Penguin have booked with us for 5 consecutive years.

Coppafeel



6th Form Planner

Coppafeel targeted teenage girls through Boomerang's planners to educate & raise awareness of health issues.

“Being a breast cancer awareness charity aimed at young people, the sixth form diaries were a perfect opportunity to get our health messages into the hands of thousands of students.”

Sarah Magee - Coppafeel - Student Boobs Team Manager

Coppafeel have booked with Boomerang for 3 consecutive years.



Primary & Secondary Planners

Stabilo regularly use primary & secondary diaries to promote their product range throughout the year. They book a package to include a full page, back cover, weekly banners & spot dates.

“This is a great medium to engage children. The feedback from pupils & the entries we received from the competitions proved the ad to be a big success. This is definitely a tool we will be keeping in the marketing mix for the future.”

Caroline Ridges, Marketing Manager

Stabilo have booked with Boomerang for 10 years.

Guinness Book of World Records



Primary & Secondary Diaries

Guinness Book of World Records used primary and secondary diaries to promote their yearly edition of the book.

They took a double page, weekly banners & 6 spot dates in primary, along with an outside back cover and 3 weekly banners in the secondary diary. The campaign featured a competition to win an iPad mini and free copies of the book.

They have sold 500,000 copies in the UK & the book reached number 8 in the non-fiction book chart.



For More Information

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Active Advertising

boomerang