

# Human Centric Group Grades 2024 Back-to-School Brand Campaigns: Hits, Misses, and Insights

*Human Centric Group assesses the top 2024 back-to-school brand campaigns, revealing insights into parent and student-targeted strategies*

LONDON, UNITED KINGDOM, September 16, 2024 / EINPresswire.com/ -- [Human Centric Group](#), a London-based boutique branding agency, has published a thorough [analysis](#) of the 2024 back-to-school brand campaigns. As companies gear up for one of the most competitive seasons, Human Centric Group applies its [human-centric methodology](#) to evaluate which campaigns passed with flying colors and which failed to make the grade.



2024 Back-to-School marketing campaigns: A detailed review of brands that made the grade and those that missed the mark

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Successful back-to-school campaigns connect brands with their audience by addressing their emotional and social concerns.”

*Francesco De Nittis*

Back-to-school season offers brands a unique opportunity to connect with both parents and students, but this connection must go beyond simple product promotion. Successful campaigns are rooted in an understanding of the audience’s emotions, needs, and decision-making processes. According to Human Centric Group, the most effective campaigns of 2024 were those that carefully balanced cost-conscious messaging with creativity and brand integrity.

Among the standout performers is Amazon, which continues to lead with its strategic focus on affordability for parents. Its "Spend Less on Your Kids" campaign addresses the pain point of rising school costs while maintaining a positive, relatable tone. This approach, coupled with Amazon’s reputation for competitive pricing, makes it a top contender in this year’s back-to-

school marketing landscape.

In contrast, brands like Walmart struggled to connect with their intended audience. By attempting to use Generation Alpha to give “style lessons” to their parents, Walmart's campaign not only missed the mark but became a target for online ridicule. This highlights the importance of avoiding outdated stereotypes or over-the-top messaging that can alienate instead of attract.

Francesco De Nittis’ analysis (one of the firm's senior consultants) emphasises the importance of understanding not just the demographic details but the human side of both parents and students. By digging deeper into motivations like price sensitivity and the Fear of Missing Out (FOMO), brands can better tailor their campaigns to resonate emotionally with their audience.

Back-to-school haul videos on platforms like TikTok and YouTube also continue to offer powerful opportunities for brands to connect with younger audiences. Human Centric Group notes that brands leveraging influencer marketing and real-time social media trends are likely to fare better in capturing the attention of students.

At the core of Human Centric Group’s methodology is the belief that brands need to form genuine, trust-based relationships with their audiences, especially during high-pressure seasons like back-to-school. Brands that understand the real concerns of both parents and students are the ones that will succeed, not only in driving sales but in building long-term loyalty.

Luca Bertocci

HUMAN CENTRIC GROUP LTD

Luca.bertocci@humancg.com

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Francesco Denittis, Branding Consultant at Human Centric Group, sharing insights on the latest trends in back-to-school marketing strategies

TikTok

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