



Summertime just got here, yet before you know it ... it will be Back to School. It is never too early to start planning your campaigns and how you will reach into the hearts, minds and pockets of the coveted Back to School demographic. Our School Family Media cover story interview will certainly give you a lot to think about when targeting children and Moms.

I am a firm believer in education. With a 3 year old, I find he too loves to learn. As a Mom and someone whom loves reading, I find the summertime program for reading at our local library a favorite. My son enjoys all the special prizes he receives for books read and we frequent the local businesses that partner with the program so one might say it is a win-win. I must also admit I am psyched that toys are finding their way back into cereal boxes! I remember a time when the toy inside decided which box to buy (read which one I begged my Mom to buy). I often wonder why cereals don't put something educational inside. Not only would it promote learning but would certainly make their brand a definite purchase contender.

Don't wait until the last minute, incent those parents and students early and your company may not have to wait for the proverbial "back to school" purchase.

I hope you enjoy the issue and find many more ways to incent, gift and make your brand a Back to School winner.

Make it a brilliant campaign!

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