



## 19 Back-to-School Brands Targeting Students and Parents: August 2024

Company Name	City	State	Main phone	Fiscal close	Media spend (M)	Employees	Year founded	Agency relationships
Academy Sports & Outdoors, Ltd.	Katy	TX	(281) 646-5200	January	\$10-25 Million	10,000-49,999	1938	NitroC Group, Ovative Group, Acadia
Caleres, Inc.	Saint Louis	MO	(314) 854-4000	January	\$25-50 Million	10,000-49,999	1878	TruePoint Communications, Material Plus, C&M Media, YARD, Havas Media Group
Caribou Coffee Company, Inc.	Minneapolis	MN	(763) 592-2200	December	Less than \$750k	1,000-9,999	1992	Crispin
Chick-Fil-A, Inc.	Atlanta	GA	(404) 765-8000	December	\$100-250 Million	1,000-9,999	1967	McCann New York, Publicis Media, Starcom Worldwide, Gallegos United, BOLTGROU, VIA
Crocs, Inc.	Broomfield	CO	(303)-468-4260	December	\$10-25 Million	1,000-9,999	2002	R/GA, FleishmanHillard, Digitas
Dick's Sporting Goods, Inc.	Coraopolis	PA	(724) 273-3400	January	\$100-250 Million	10,000-49,999	1948	Fuse, LLC, INVNT Group, Arts & Letters, VML, Opinionated
Dreyer's Grand Ice Cream Holdings, Inc.	Oakland	CA	(510) 601-4300	December	\$25-50 Million	250,000+	1928	Goodby, Silverstein & Partners, Dailey & Associates, Big Village, OpenMind, Nice&Frank
Jack in the Box, Inc.	San Diego	CA	(858) 571-2121	September	\$25-50 Million	1,000-9,999	1951	Small Girls PR, Conscious Minds, TBWA \ Chiat \ Day, Carat
Keurig Dr Pepper Inc.	Frisco	TX	(972) 673-7000	December	\$100-250 Million	10,000-49,999	1969	Deutsch, Inc., Havas New York, Havas Media Group
Kraft Heinz Company	Chicago	IL	(847) 646-2000	December	\$100-250 Million	10,000-49,999	1903	Alison Brod Public Relations, Goodby, Silverstein & Partners, Wieden + Kennedy, ICF Next, Johannes
Levi Strauss & Company	San Francisco	CA	(415)-501-6000	November	\$25-50 Million	10,000-49,999	1853	Deloitte Digital's Heat, Universal McCann, Kenna, KINESO, TBWA \ Chiat \ Day
Lululemon Corporation	Sumner	WA	(604) 732-6124	January	\$25-50 Million	10,000-49,999	1998	Droga5, JAR Audio, Edelman Group, BASIC/DEPT
Panda Restaurant Group	Rosemead	CA	(626) 799-9898	December	\$25-50 Million	1,000-9,999	1973	Havas Formula, Pd&B Media, Inc., Opinionated
Pizza Hut, Inc.	Plano	TX	(972) 338-7700	December	\$100-250 Million	10,000-49,999	1958	GSD&M, Spark Foundry, Alison Brod Public Relations, Mischief @ No Fixed Address, TracyLocke,
The J.M. Smucker Company	Orville	OH	(330) 682-3000	April	\$50-100 Million	1,000-9,999	1897	Digitas, Publicis North America, FCB Chicago, Formerly Known As, CBX, Garrard Moshlenkamp
Tommy Hilfiger Corporation	New York	NY	(212) 549-6000	March	\$1-3 Million	10,000-49,999	1969	Crossmedia, Sunshine, New Moon
Uber Technologies, Inc.	San Francisco	CA	(866) 576-1039	December	\$250-500 Million	10,000-49,999	2009	R/GA, Johannes Leonardo, Monks, Omnicom Media Group, PHD USA, PHD
Vans, Inc.	Costa Mesa	CA	(714) 755-4000	March	\$50-100 Million	10,000-49,999	1966	GUT Miami, GUT Los Angeles, OMD, Clear M&C Saatchi
Wingstop Restaurants	Addison	TX	(972)-686-6500	December	\$50-100 Million	Less than 1,000	1994	MSLGroup, 72andSunny, Spark Foundry

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