

HELP THEM BUY THE PERFECT GIFT: TIPS FOR THIS YEAR'S MOTHER'S DAY CAMPAIGNS

On 9 May, 45 countries across the globe will celebrate Mother's Day, including Australia, India, Malaysia, Bangladesh, Singapore, and Indonesia, etc. Businesses such as fitness centres, beauty salon, or spas leverage this special holiday to help family members pick out that perfect gift for their mother. In 2020, the average American consumer expected to spend more than **\$200** for this special occasion. With vaccinations and a subsequent return to normality shining on the horizon, this Mother's Day, we could speculate that gifts would become more generous, as 78 percent of people polled by **NRF** last year said that Mother's Day is even more so significant to them due to the Covid-19 realities.

For marketers, both conventional and "Hallmark invented" holidays represent an amazing opportunity for brand-building. Thus it is important to devote some time and energy to producing holiday-specific content.



The strong emotional aspect of Mother's Day allows businesses to communicate more than just their product. Thus, advertisers should look to building campaigns that make people feel comfortable and entice them to share a wholesome – and personal – side of their lives with a brand. If done well, Mother's Day campaigns will not result in cheesy, cloying campaigns that alienate rather than endear, but will look for an ideal blend of personalized brand interaction, topical messaging, and powerful storytelling.

General guidelines for Mother's Day campaigns

- **Present the power of mothers.** Recent Mother's Day ads have thrown a new twist on conventional femininity, defined by flowers, fancy cakes, and the color pink. In some cases, they even discuss sensitive societal topics, and in this way demonstrate the power of motherhood.

#TakeThePressureOff by Shaadi.com

For example, Supriya and Shriya Supriya Pilgaonkar, a real-life mother-daughter couple, star in this short and sweet ad from Shaadi.com. The ad shows how a mother is so supportive towards her daughter by not pressurizing her to marry, in spite of different social expectations.



- **Present actual people, share real-life experiences.** Nothing is more entertaining than hearing a story, and on Mother's Day, true stories often win. Brands understand that by showcasing real women, they will express the often chaotic side of motherhood while still touching their consumers' hearts.

Tesco: #EveryMum

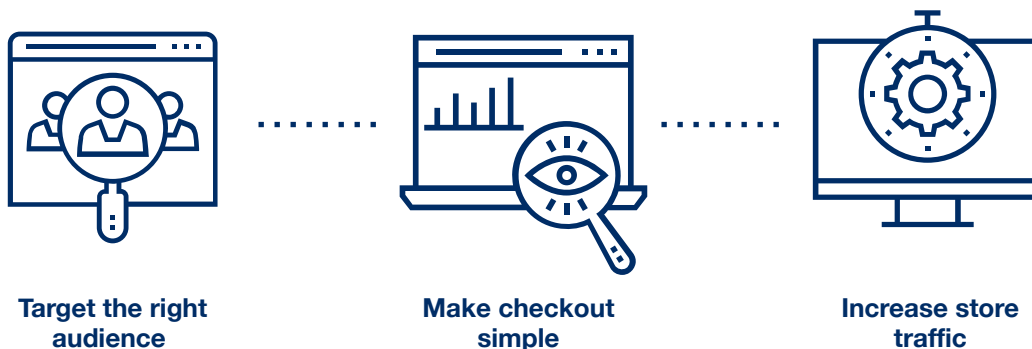
Tesco's Mother's Day 2020 campaign told true stories of all different kinds of "mums" out there, including stepmothers, foster mothers, maternal mothers, adoptive mothers, aunts, and more. This campaign stood out from the competition, effectively tugging at viewers' heartstrings, encouraging inclusivity on a holiday where many families felt neglected, and using actual people rather than actors. So, share authentic stories either by asking your customers to share their own experiences or collaborate with storytellers to produce high-quality content and have your brand stand out during a busy sales time.



Ensure you're targeting the right audience. Focus on hitting the feeds of those interested in your product (while ignoring the feeds of those who aren't). Since they aim with precision and emphasis on conversion, our strategic paid marketing strategies are structured to achieve a total return on ad spend.

Make the checkout process as straightforward as possible. If you don't use paid media, make sure your customers can still see a clear call to action and quickly navigate to your e-commerce page. Discover how to use Instagram's tools to convert an inspired browser into a customer.

But don't forget that you can also increase store traffic. If getting customers into your store is more important to your company, use your social campaign to accomplish that goal. There are various ways to do this in the run-up to Mother's Day, from shop locators to product sampling.



What are Httpool experts saying?

Leverage Twitter to talk to Mums

Businesses should use Twitter to reach out to the ever-increasing mum market. Twitter is the most popular social media platform in Japan, with 64.1 percent of its population. In reality, Asia-Pacific accounts for more than a quarter of all Twitter users. These facts all point to the same conclusion: as brands advertise on Twitter, they have a captive audience of mums. To take advantage of mums' regular Twitter use, include this site in your social media strategy. Here are few tips to help you boost your brand's Twitter marketing plan for mums.

1. Customers should have a personal relationship with you. To increase customer confidence, retweet positive feedback from followers, respond to tweets promptly, and tweet relevant material. Consumers will appreciate the honesty, and it will help you build a strong bond with them that will help you maintain your brand's reputation and increase sales.
2. As a marketing tool, consider Twitter's ad platform: Join the rising number of businesses taking advantage of Twitter's sponsored tweets, profiles, and trends. With the built-in analytics software, you can monitor how well the ads are doing.
3. Timing your Tweets is essential. Moms are more likely to post and read other people's tweets between noon and 3:00 p.m. To improve your chances of being heard, be active on Twitter during this period.

4. Tweet coupons and product alerts: All mothers generally use Twitter to track brands to learn about new items, deals, and coupons. Give moms what they want, and they'll be more likely to buy your goods – and, hopefully, become regular customers.
5. Be original, timely, and witty: Since Twitter is mainly used during free time, most moms enjoy seeing the humor in business tweets. Creating entertainment becomes necessary to get moms' attention and increase the probability of retweets and brand engagement.
6. Maintain a seasonal tone in your Tweets. Moms want to see seasonal content because their interactions with brands change with the seasons. For example, in the winter, general brand discussions are more common, while individual brand mentions are more common in the summer. This may affect how you develop your Twitter strategy. Keep an eye out for spikes in other seasonal conversation starters, such as indoor family events in the winter, annual Spring cleaning tips, etc.
7. Initiate discussions about women as people, not only as mothers: Most moms use Twitter as a way to unwind from their hectic lives, and they tend to chat about celebrities, sports, and food rather than solely about motherhood. On Twitter, embrace moms' personality by focusing on her interests rather than just her children and family life.



- Use Twitter Ads
- Time your tweets
- Tweet coupons and product alters
- Be original, timely, and witty
- Be mindful of your tone of voice
- Talk about women



A perspective by Meera Muhunthan, Managing Director of Httpool Malaysia:

While many events have been put on hold during the past year and a half, the world still remembers Mother's Day, and consumers are stepping up on Mother's Day gifts and celebrations. For example, every mall you step into in Malaysia has almost every retail outlet, especially clothing, jewelry, beauty, health & cosmetics outlets throwing cray-cray Mother's Day offers. On the other hand, brands take the opportunity to pay tribute to mothers worldwide on this special occasion. Ranging from social media posts to video campaigns, brands use digital media to show their appreciation for mothers worldwide. This, too, serves as a reminder for consumers to take advantage of the special Mother's Day offers to pamper the queen of their hearts in different or unexpected ways. We're already seeing quite a bit happening on Twitter, with brands shouting out their Mother's Day specials and gifting ideas. Be it top global brands like Samsung, or local florists, jewelry, retail, and beauty brands. This is an excellent opportunity for brands to leverage the #MothersDay hashtag, create and engage in conversations with their audience. Connect with the audience in the most relatable manner. Dig into emotions. Target keywords and interests most relevant to women aged between 25-50. Brands could also run contests where users are asked to share their best stories/descriptions of their mothers with a chance to win an exclusive prize from their very own brand with special delivery directly to their Mother. This would make the sweetest surprise!

Leverage Facebook this Mother's Day

Facebook's massive audience, coupled with its robust targeting options and engaging ad formats, makes it a great social media advertising tool for marketers looking to interact with new customers. So this Mother's Day, use Facebook to share content about mums and follow the tested recipe of marketers, who put their strongest focus on creating content for **Facebook** and their company website, respectively.

Here are some insights and examples of how you can promote your Mother's Day marketing deal using Facebook:

- **Use exclusive fan-only content to entice users:** Your Facebook fans, especially mums, need to feel valued, and we've found that giving exclusive offers or information to them is the best way to do so. Fan-only content will help you attract new fans and keep current ones. It's a way to get people to like your page and then convert them into sales over time.
- **Encourage users to 'Like' or 'Share'** about the excellent service, a wide variety of items, and cost-saving offers they got at your place of business by **providing easy-to-click links from your website to Facebook accounts**.
- **Post interesting content** that will pique your fans' interest in your products: Sharing product details is fantastic, but **always emphasize the benefits to the moms and how your product solves their problems**. The most powerful are those that create enthusiasm and commitment.
- **Use promotional posts.** With promotional posts, you can start a conversation among your fans: Connecting with Facebook Fans can be done by in-store and online promotional messages. When you learn that your favorite shop is having a sale, you want to let all of your friends and family so that they can take advantage of the savings. On Facebook, it operates the same way. **Your Mum fanbase will share details about your promotions with their networks if you share it with them.**

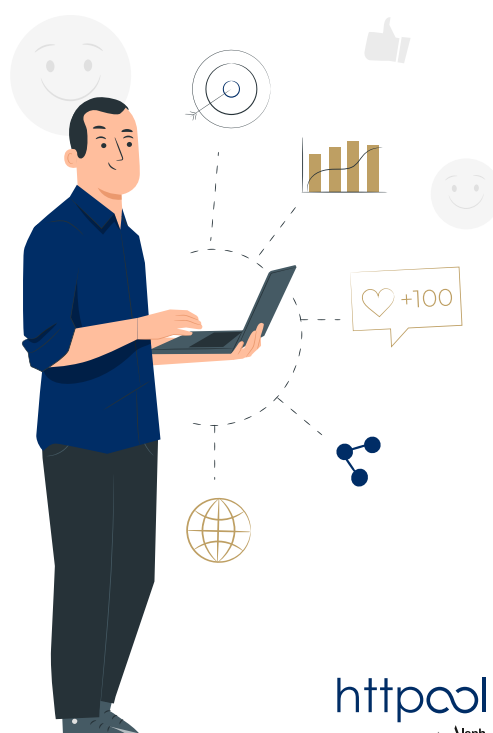
⋮
Entice fans through exclusive content

⋮
Encourage Likes and Shares

⋮
Solve problems for mums through
engaging content

⋮
Promote your posts to reach a
larger audience

⋮





A perspective by Aatsi Desai Jasani, Facebook Creative Partner Lead, Httpool APAC:

Mother's Day is a day we celebrate and honour one of the most special people in our family. In the past, over **100M** Mothers Day-related posts were generated globally on Facebook. An increasing number of people turn to social platforms to express their gratitude and wish their mums well on that day. Another interesting fact is that mums are among the most engaged and connected people on the platform. The most **popular topics discussed on Facebook** in the run-up to Mother's Day are 'Mother,' 'Sister,' 'Wife,' 'Husband,' and 'Daughter,' thus expanding to family in general.

Given the current situation, social distancing and quarantine restrictions are a new reality. People are more connected digitally, and we believe the Mothers' Day-related interactions will only grow.

A time when everyone gets into a warm fuzzy zone and a phone call seems overdue, how can brands creatively champion the Mother's day celebration?

Mother's Day marketing campaigns employ emotional techniques invoking strong family bonds. With more and more people now consuming video content on mobile, Facebook becomes the ideal platform. Brands can go the extra mile by creating more personalized greetings using camera effects, AR and adding filters and stickers.

Mother's Day is one of the most significant retail events of the year when brands from across industries compete to have their voice heard. Facebook is an excellent place for marketers to interact with their consumers and close the loop through the bottom of the funnel conversions. Leveraging the same brands can use Facebook to share discounts and offers around products they are promoting or even attractive packages to encourage people to shop on brand websites. Facebook messenger can be a great tool to provide customized gifting ideas and a shopping experience. The possibilities to make this Mother's Day extra special are endless!

In the ever-changing ad cycle, Mother's Day ad campaigns are a perfect way to place your brand as influential and topical. They are more emotional than usual because of the essence of the holiday. However, there are several different approaches to dealing with emotional topics. Humor may be overlooked or emphasized; the emphasis can be on the mothers or the children sharing their love and appreciation.

These decisions are taken depending on the product being marketed and the company's history, but one thing remains constant. Sincerity reigns supreme. You'll be improving your bond with customers if you can build a Mother's Day campaign that feels truly sincere.