

MOTHER'S DAY

THE MOTHER OF INVENTION FOR BRANDS

With Mother's Day just a few months away, it's hard not to look forward to flowers, breakfast in bed, and that warm fuzzy feeling – regardless of whether you're on the giving or receiving end. It's no wonder that consumer passions are so vigorously ignited by this holiday; Mother's Day taps into the core motivations of some of the most important shopping demographics, such as Millennials, Gen Z, and of course, Shopper Moms. But for brands, Mother's Day can present both a challenge and an opportunity to make a big impact from this one-day-a-year shopping event. All it takes is a little information and a lot of innovation, so keep this infographic close to your heart to ensure Mother's Day nurtures your marketing well into maturity.

LOTS TO LOVE ABOUT THE LANDSCAPE

Mother's Day is the **3rd largest** retail holiday in the U.S.

34% of smartphone owners research gift ideas on mobile. **19%** use them to make a purchase.



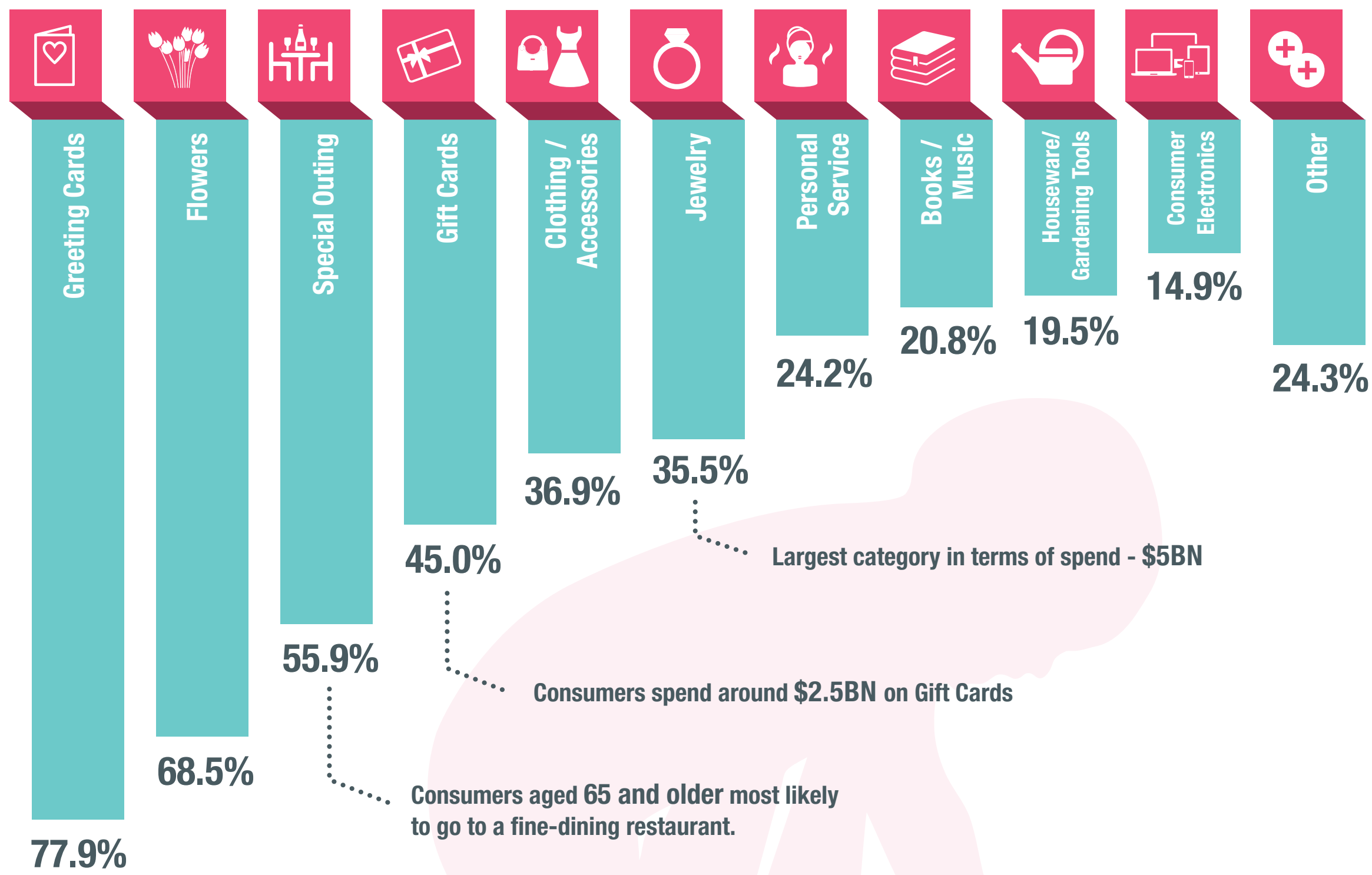
There are more than **85MM** moms in the U.S.

Mothers Day spend is increasing.
2016 - \$21.4BN
2017 - \$23.6BN

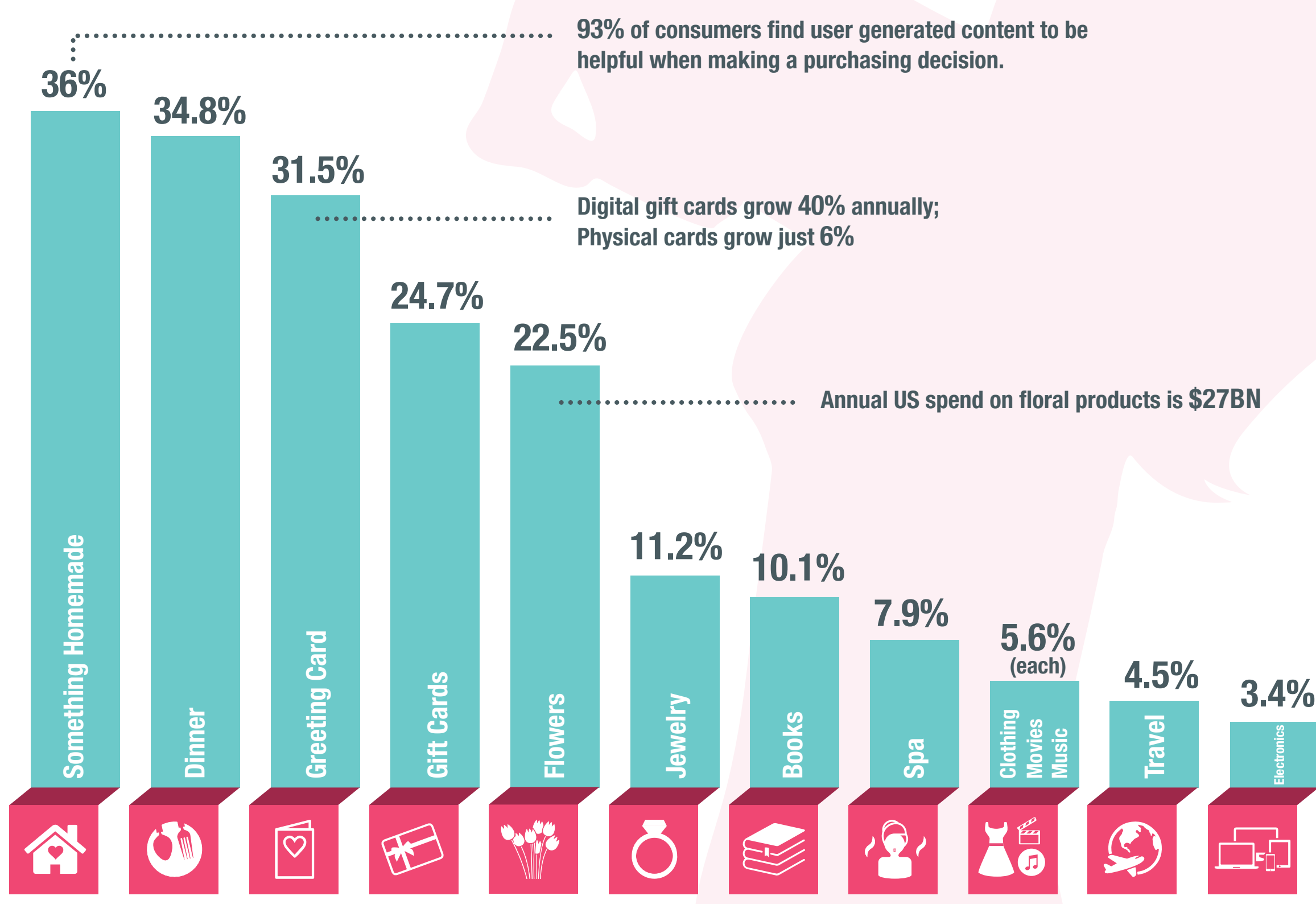
MOTHER'S DAY PURCHASES EXAMINED



WHAT CONSUMERS PLAN TO GIFT



WHAT MOMS WANT TO RECEIVE



WHAT CHANNELS ACTIVATE CONSUMERS?



LOYALTY AND REWARDS PERFORMANCE

Conversion Rates During The Mother's Day Shopping Period



HOW BRANDS CAN SHARE THE LOVE

Co-Branded Promotions

"Buy our chocolates, get the flowers for free"

Social Sweepstakes

"Tweet using this #hashtag to win a free trip for two"

Image Recognition Programs

"Send in a picture of your Mother's Day celebration for a coupon off your next purchase"

CRM Initiatives

"We're glad you enjoyed our product on Mother's Day. Look out for our special 4th of July Sale!"

Experiential Rewards

"Dinner at mom's favourite restaurant... on us!"

Loyalty Extensions

"Earn double reward points on Mother's Day"