

# MOTHER'S DAY



## INSIGHT

- Mother's Day is on **Sunday 31st March** and remains the most purchased for event in Spring/Summer season.
- Over **60% of the UK spend** money for Mother's Day.
- On average consumers in the UK spend **£34** on gifts.
- Consumers spend approx. **£260m** on flowers and **£50m** on greetings cards - **25% more** than Valentine's Day.
- **18%** of consumers spent money on more **experiential gifts** such as special food to have at home or a trip away.
- **46%** of consumers often leave shopping until **last minute** – rising to **50%** of men and **54%** of 16-24's.
- **67%** of those who bought gifts did so at a **supermarket**.

Source – Mintel

## RATIONALE

- Mother's Day seen as a must not miss family occasion with a mobile audience visiting relatives or out socialising.
- A great platform for brands to push a short-term message with smaller budgets especially for female brands and brand associations.
- Digital OOH enables clients to get a relevant, contextual message out to a large audience in the run up Mother's Day including personalised messages.
- Ideal opportunity to target commuters and shoppers and influence last minute purchase decisions.
- A great case for Supermarket POS - **£1** of every **£10** spent on clothing, footwear or accessories is spent in a supermarket. POS advertising is effective with an average **+17%** sales uplift during campaign and **+9%** post campaign.

## THE OPPORTUNITIES

Please speak to Talon regarding opportunities in OOH around this event.