



MOTHER'S DAY



INSIGHT

- Mother's Day is on **Sunday 11th March** and is the second largest retail event in Spring after Easter.
- Mothering Sunday was originally a Christian celebration where people of the faith took the day to visit their 'mother' church.
- 60% of the UK spend money for Mother's Day.
- A total of approx. £1.8 billion is spend on cards, flowers, gifts and non retail spend such as dining out and event tickets.
- Brits will spend approx. £260m on flowers and £50m on greetings cards - 25% more than Valentine's Day.
- Over a quarter 25% of men bought gifts on impulse.

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.