

MULTICHANNEL

Daughters steal the show in Mother's Day promotions

May 2, 2016



Michael Kors Like Mother, Like Daughter image

By FORREST CARDAMENIS

With Mother's Day fast approaching in the United States, retailers are tapping into nostalgia to reach consumers' heartstrings and wallets.

Subscribe to **Luxury Daily**
Plus: Just released **State of Luxury 2019** **Save \$246 ▶**

The universality of Mother's Day has turned it into a noteworthy shopping occasion, with consumers all trying to say thank you to a person who has meant so much. The competitive field ensures that marketers are operating at the top of their game for the occasion.

"Standing out from the crowd is tough, especially on holidays, but retailers often just focus on the promotional offering," said Evan Magliocca, content marketing manager at **Baesman**. "They'll give a richer offer than a competitor, or increase the duration.

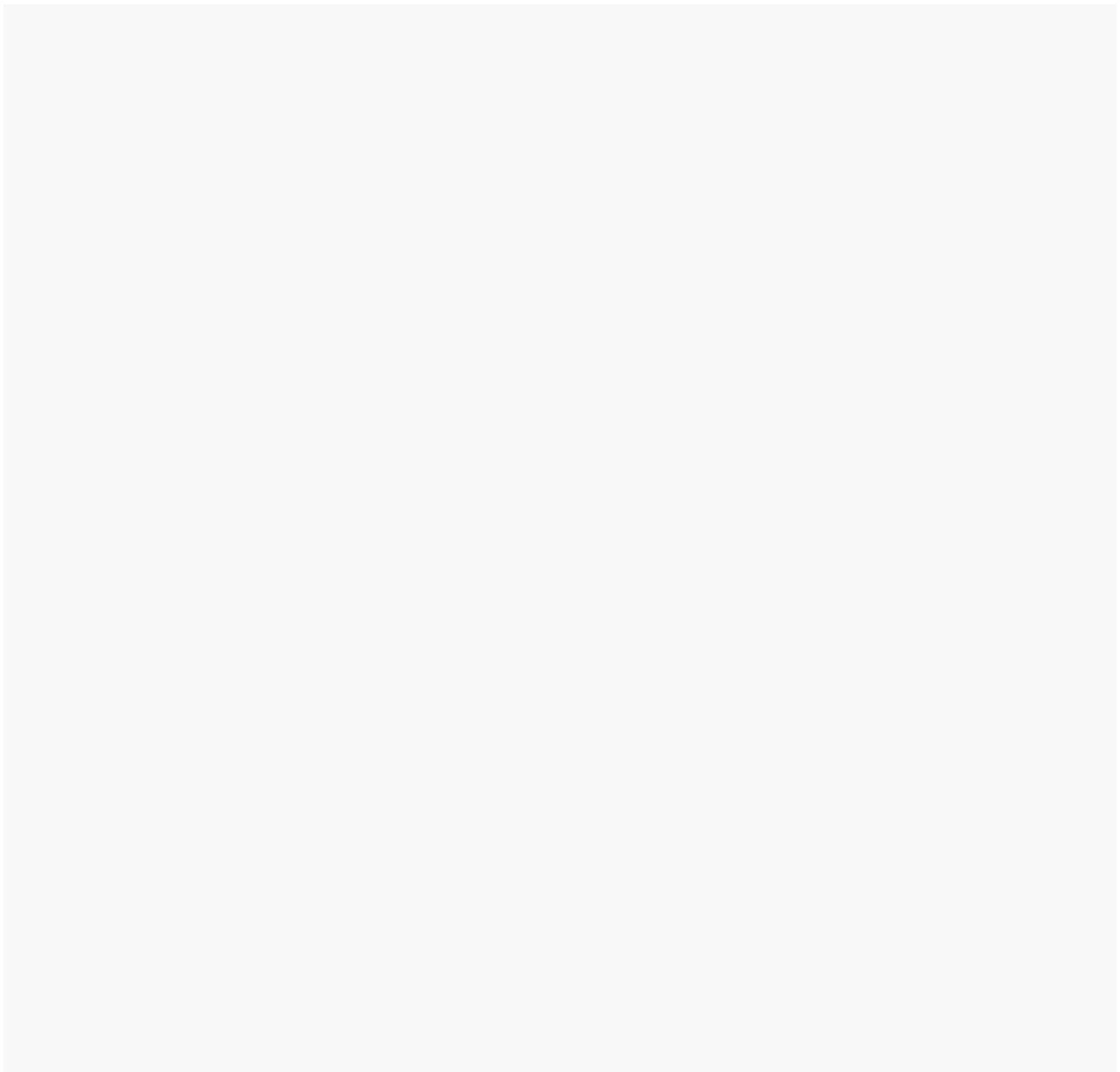
"The problem is, this can denigrate the brand instead of help it, especially for a luxury brand," he said. "Mother's Day can't just be a promotion, it requires rich content and a great story to engage consumers and produce relevance."

Like mother, like daughter

For U.S.-based fashion label Michael Kors, standing out and making an impression means acknowledging both sides of the motherly relationship. Its "Like Mother, Like Daughter" campaign stars model Alessandro Ambrosio as well as her daughter Anja.

Photos, videos and Instagram Boomerangs showcase moments of cooking, dancing and coloring together. Brief quotes about motherhood, from the earnest ("Quality time is the sweetest treat of all.") to the clever ("Mom, I'll never fill your shoes, but can I wear them anyway?") and the hashtag #WhatSheWants accompany campaign images, encouraging users to share.

This approach will help Michael Kors get its name out there as a gifting destination, but the campaign does so in a way that does not overtly push sales. As a result, consumers can arrive on a gift choice with more independence, making the gift feel more thoughtful and appropriate to the purchaser.



Oh how sweet it is! #WhatSheWants

A video posted by Michael Kors (@michaelkors) on Apr 22, 2016 at 11:58am PDT

Additionally, an email sent to consumers includes a Q&A with Ms. Ambrosio. She answers questions about her daughter, ranging from favorite travel destinations to style lessons.

"Mother's Day is another line in the dialogue brands have with consumers," said Ivy Shtereva, Director of Marketing for [Yes Lifecycle Marketing](#), the parent company of Yesmail. "It represents opportunity - the opportunity not only to engage but, perhaps finally, convert them.

"For luxury or home electronics brands, Mother's Day may mean an opportunity to introduce millennial consumers to their brand or offer them products they may not have considered," she said. "Yes, Mother's Day is just another touchpoint, but it's also a chance to demonstrate to consumers that a brand understands their needs and fits seamlessly into their lives.

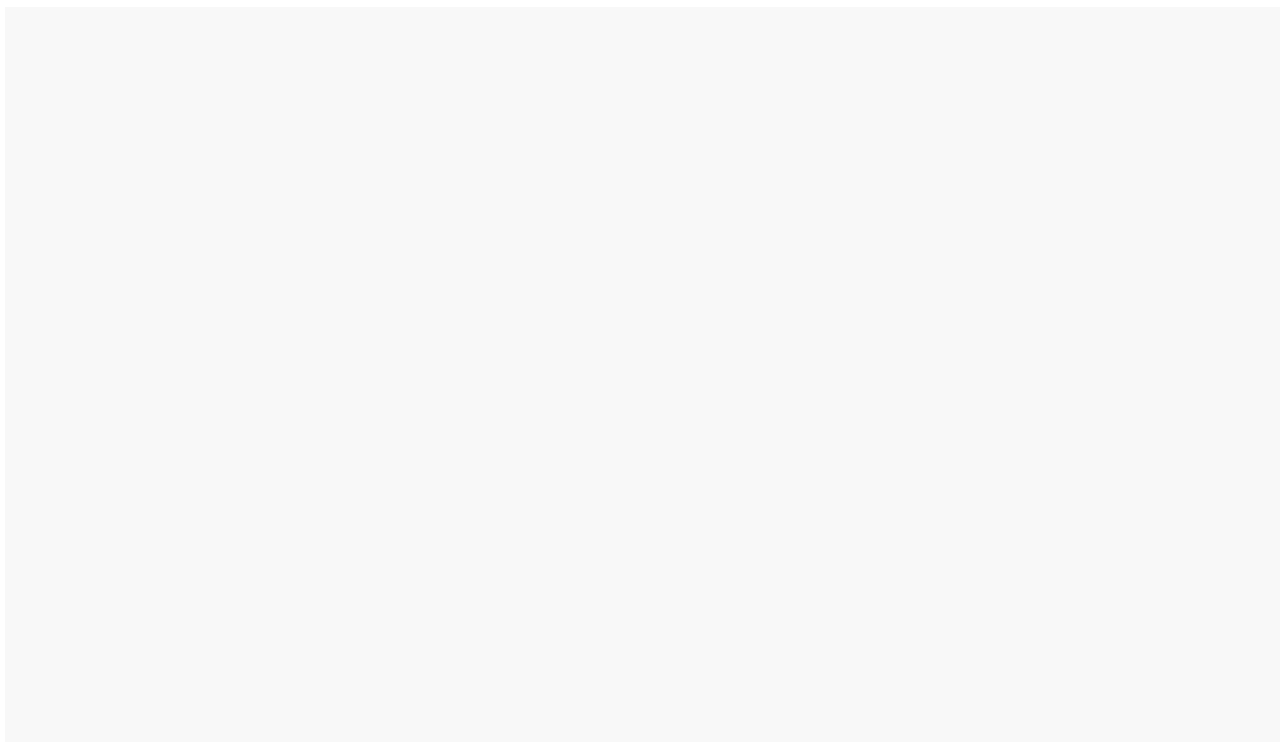
"This means knowing your consumer, his or her habits and how they prefer to be reached. Are they opening your emails on mobile? During the afternoon? Do they only click on promotional emails, or are other campaigns performing well? Knowing your customer year-round will prepare luxury brands to more effectively capitalize on the unique opportunities that Mother's Day presents."

Children also featured in Chlo's Mother's Day marketing. The brand's homepage contains a video showing two young girls trying mom's perfume, putting on her sunglasses, unwrapping a gift with a Drew handbag in it and trying

on her oversized shoes. The video will likely remind the consumer of her own childhood, potentially inspiring a thank you gift.

Happy Mother's Day from Chlo

Department store Barneys New York has also capitalized on mother-daughter bonds, publishing an article on its editorial site The Window detailing the adventures of London and Sai Scout shopping at its store. Barneys asked the popular style bloggers to document their experience, turning it into the latest installment of #InstaBarneys.



London of @scoutfashion peruses Barneys Madison Avenue for the perfect Mother's Day gift. Shop the link in our bio. #lovemom #instabarneys

A photo posted by Barneys New York (@barneysny) on Apr 28, 2016 at 4:04pm PDT

The cross-platform visibility and the images themselves of a mother and daughter shopping together will inspire shoppers to drop by Barneys to find something for their moms as well.

While a consumer may not need to be reminded to buy a gift for mom, triggering her memories of childhood may get her in a grateful mood that will translate into purchasing a gift in the moment. As a result, appealing to the parental relationship could give a brand the edge it needs to win out over competitors.

Others have taken more stripped-down approaches. Italian fashion label Giorgio Armani sent an email encouraging Mother's Day gifting, highlighting bags, clutches and shoes, to newsletter subscribers.

Chanel also relied on email marketing, but because only its beauty and eyewear products are available online, it is more likely to draw aspirational or younger consumers keen on gifting something mothers would love. Clicking through on one of Chanel's Mother's Day promotional emails will allow consumers to "inspire her with scent," "adorn her with color" or "lavish her with skincare," with products ranging from \$28 to \$200.

"Yesmail's **research** indicates that subject lines are key," Ms. Shtereva said. "We conducted an analysis of thousands of subject lines in conjunction with Persado and found that the ones eliciting emotion perform the best - so much so that Mother's Day emails that express an emotion have 22 percent higher open rate than those that don't.

"Solid email design and unique content play a role, but I can't stress enough the importance of relevant, emotionally-charged subject lines," she said.

In the jewelry space, Lagos has made its mark offering handcrafted engravings, allowing consumers to personalize a piece with a date, message or initials. Although the handcrafting is ongoing, it launched April 8th with the intent of reaching Mother's Day shoppers, who know a personalized item always goes over well.

"We're seeing that high-pressure tactics just don't work on consumers for Mother's Day like they might for the winter holidays," Ms. Shtereva said. "The emotions that elicited the greatest response according to our analysis were those that encouraged curiosity and a sense of wonder.

"For example, subject lines like 'Give mom the gift she really wants this Mother's Day' and 'Mother's Day is this Sunday - shall we save you a table?' performed better than those seeking to increase anxiety," she said. "Subject lines counting down the number of shopping days left led to fewer opens."

Extending the giving spirit

While appealing to mother-daughter bonds and generally seeking to be more personal is a common theme this year, others have opted for different routes, extending the holiday's spirit to those less fortunate.

Italian jewelry brand Bulgari is tapping into Mother's Day sentiment with the launch of a new charitable bracelet.

The bracelet design, inspired by Bulgari's B.zero1 collection, will benefit the Save the Children organization, an NGO that supports the rights of children and provides support for youth living in developing nations. A meaningful gift with a worthy cause is likely to spur Mother's Day purchases of the bracelet as consumers plan gifts for mom ([see story](#)).

Additionally, U.S. fashion label Marc Jacobs is using its brand visibility to show that every mother counts.

Ahead of Mother's Day May 8, Marc Jacobs has teamed with nonprofit organization Every Mother Counts, founded by model Christy Turlington Burns. The mission of Every Mother Counts is to inform, engage and mobilize consumers to take action and raise funds to support maternal health programs around the world ([see story](#)).

"Corporate social responsibility is another great way to engage customers without offering just a promotion, or giveaway," Mr. Magliocca said. "Partnering with a Non-Profit that is relevant to Mother's Day and brand-right creates loyalty and retention."