

MULTICHANNEL

How Father's Day marketing differs from Mother's Day campaigns

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By RACHEL LAMB

Where brands marketing for Mother's Day focus on emotional, aspirational products, labels eyeing Father's Day may prefer to appeal to shoppers on the grounds of practicality and the needs and wants of the gift recipient.



Another big difference between Mother's Day and Father's Day marketing are the shoppers themselves – women shopping for fathers or husbands are more likely to be more creative with their purchases. Social media and email are expected to take the reins for Father's Day marketing this year, but brands should consider a multichannel attack for maximum exposure.

“Marketing for Father's Day is different than Mother's Day because those purchases are based on emotional triggers [such as] love, appreciation and sometimes even a little guilt,” said Dalia Strum, president of Dalia Inc., New York. “Purchases for Father's Day are based on product awareness and then the needs and wants of the individual.

“Retailers as well as brands will be utilizing multichannel strategies as part of their overall Father's Day marketing strategies this holiday season,” she said.

“The strongest strategy has been to market the products to moms on various outlets, as

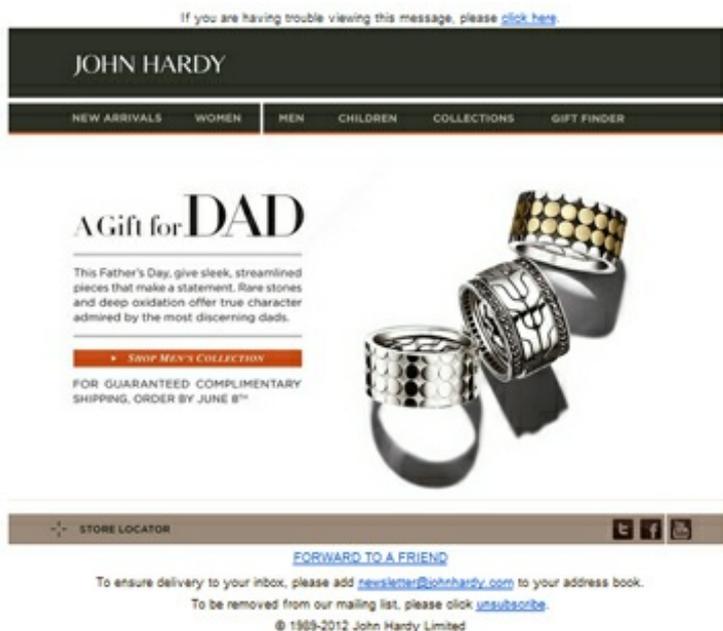
reinforcement, reminders and, most importantly, calls-to-action to purchase those products.”

E-mail marketing

Perhaps the biggest difference between marketing to the two holidays is advertising to the gift-givers themselves.

“When women shop for Father’s Day, there is a bit more creativity put into the process,” said Elizabeth DeMaso, managing partner at Brenes Co., New York. “While classics like ties, watches and cufflinks are still quite popular, women often seek out experiential gifts that are more about creating memories than collecting keepsakes.

“To that end, marketers should seek out ways to transform their gift from an item to more of a moment,” she said. “For example, suggesting the Big Bertha be delivered with a ‘morning off’ to go play a round at the local club adds a personal touch to an already thoughtful gift.”



John Hardy Father's Day email

Marketers including John Hardy, BMW and Bentley are using email as their means to target consumers looking to buy for Father’s Day.

For example, John Hardy sent out an email blast with the subject line “Gifts for Dad.”

The email comprises a few pieces of jewelry and a link to shop the men’s collection.

Meanwhile, BMW and Bentley are using accessories to target brand loyalists.

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Bentley Father's Day email

Bentley's email "Spoil Dad with luxury gifts" includes branded iPad covers, cufflinks, apparel, miniature models and luggage.

Consumers who are buying for a Bentley owner may be enticed by this option.

Also, BMW honed in on its golf lifestyle collection for Father's Day. Consumers can buy golf balls and polo shirts on the brand Web site.

striking silhouette, a luxurious interior, and BMW's powerful, yet efficient, 2.0-liter TwinPower Turbo 4-cylinder engine. Born with heightened response times, 240 hp and an output of 5,000 RPM, it's truly unrivaled.

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BMW Father's Day call-out in an email

Done for dad

Along with email, mobile and social media will also be big drivers for the holiday, experts predict.

This medium could especially be helpful in driving last-minute sales with exclusive offers.

In addition, the ever-growing mobile field could be an unconventional "in" to Father's Day products.

Well-timed QR codes, SMS calls to action and optimized emails could be what shoppers need to pull the trigger at the right moment.

However, sometimes it is not always just the thought that counts.

Women could be looking for more creative gifts, or ways to gift, Father's Day presents.

"Considering consumers are always connected, it is valuable to reach them on the platforms they are connected to at that time," Dalia Inc.'s Ms. Strum said. "Brands need to make sure their campaigns from email to mobile to in-store are all cohesive and have a consistent message as well as flow."

Final Take

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