

# Mother's Day 2023

02 March – 22 March 2023



**ASDA** Media  
Partnerships

In partnership with

**GIG**

RETAIL

# Mother's Day

65%  
of people

in the UK refer to their mothers as "heroes".<sup>1</sup>

£1.34  
billion

Retail value of Mother's day.<sup>1</sup>



of shoppers look to the supermarkets for their Mother's Day shopping.<sup>2</sup>

## What shoppers are spending on for Mother's Day:<sup>1</sup>

- **Gifts:** the average person will spend £72 on gifts for Mother's Day
- **Flowers:** Besides gifts, flowers are the most popular purchase to celebrate mums, with 68% of people buying flowers for mother's day
- **Groceries:** Grocery sales see a 5% increase during the mother's day period!



Mother's day celebrates mums in all shapes and forms – mum's step-mums, mothers in law, grandma's and more! Now that mothers across the UK are more diverse, Mother's day is an excellent opportunity for suppliers to get involved with bringing generations of mother's together to celebrate each other.

Mother's day is still traditionally celebrated through gift giving and enjoying meals together. Consumers are becoming more indulgent, with 56% deciding on a purchase based on how enjoyable and unique it is.

Help shoppers make mothers feel special this mother's day with ASDA. 33% of consumers agree that retailers' suggestions are important to them when shopping for Mother's Day,<sup>3</sup> so the weeks leading up to the event are a great time to engage with this audience.

# Key Trends



## Gift-giving

Gift giving remains one of the most popular activities on Mother's Day. Supermarkets are the clear winners for gift purchases due to their convenience, strong price credentials and their comprehensive ranges. Asda is even ranked as the no.2 store to purchase mother's day gifts in the UK!

**68%**

of Brits under 35 buy their Mum's gifts for Mother's Day.<sup>2</sup>

**£1.3bn**

is the average spend on gifts for Mother's day annually.<sup>3</sup>



## Dining at Home

More consumers are now staying in and opting to treat their Mums to a meal in the comfort of their own homes.<sup>4</sup> Brunch, Lunch, Afternoon Tea and Dinner options are popular amongst customers during this event, so it's key to reach out with inspiration for all of these dining occasions.

**5%**

is how much products categorized as "special" increase in sales over Mother's Day.<sup>5</sup>

**16%**

of the total spend for Mother's Day last year was on at-home food and drink.<sup>4</sup>



## Relaxation

Research shows that it's the simple things that Mums really appreciate - 37% say they want to feel rested and want a day to recuperate on Mother's Day.<sup>6</sup> It seems that a day of pampering and relaxation is one of the best gifts to make Mum feel special.

**43%**

Often feel burned out regularly.<sup>6</sup>



Sitting back with a cup of tea, watching TV or reading a book are top things voted for as 'Mum's favourite things to do'.<sup>6</sup>

# Mother's Day 2022

Suppliers involved in ASDA's Mother's Day event in 2022, enjoyed a notable sales uplift as a result of the media they booked.



**+107%**  
sales uplift



**549m**  
Impacts



**17.6m**  
Impressions

# Supplier Opportunities

All campaigns aligned to *Mother's Day* will use the supplied toolkit/creative template for the following media formats:



Bollard Covers



Leader-board Banners



Security Covers



Promo Banners



Digital 6 Sheets



Department Nav Banner



Gondola End



Category Nav Banner



Shippers



Inserts (PLA)



Event Value Blinkers



Social Media



POS Barkers



POS Bubbles



ASDA FM

Please note that this is a cross category plan with shared media opportunities, and will be planned by the AMP Events Team



**30%**  
discount when you align your campaign with ASDA holdout week events.



# Key Dates

**Digital Media Live Dates:** 27 February - 19 March 2023

**In-Store Live Date:** 02 March - 22 March 2023

**Holdout Week:** 09 March – 15 March (week 10)

**23 Dec 2022**

Cross-category  
shared media  
briefing deadline

Media Type	Critical Path	Campaign Booking Deadline	Briefing / Asset Deadline
Blinkers	9 weeks	Mon 02 Jan	Tues 03 Jan
Gondola End	8 weeks	Mon 09 Jan	Tues 10 Jan
Entrance Media (Security Covers & Bollard Covers)	5 weeks	Mon 30 Jan	Weds 01 Feb
Shippers	5 weeks	Mon 30 Jan	Tues 31 Jan
POS Barkers & Bubbles	5 weeks	Tues 31 Jan	Fri 03 Feb
ASDA FM	5 weeks	Mon 30 Jan	Mon 06 Feb
Digital 6 Sheets	4 weeks	Mon 06 Feb	Mon 13 Feb
Online Media	-	-	Fri 10 Feb



Speak to your Account Manager to begin building your *Mother's Day* campaign.

# Invest in Mother's Day and...



**Influence ASDA shoppers as they look for the perfect gift for the Mother figure in their life.**



**Associate your brand with a key seasonal calendar event**



**Engage with shoppers and drive incremental sales for your brand**

Thank you.

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