



Mother's Day 2019.

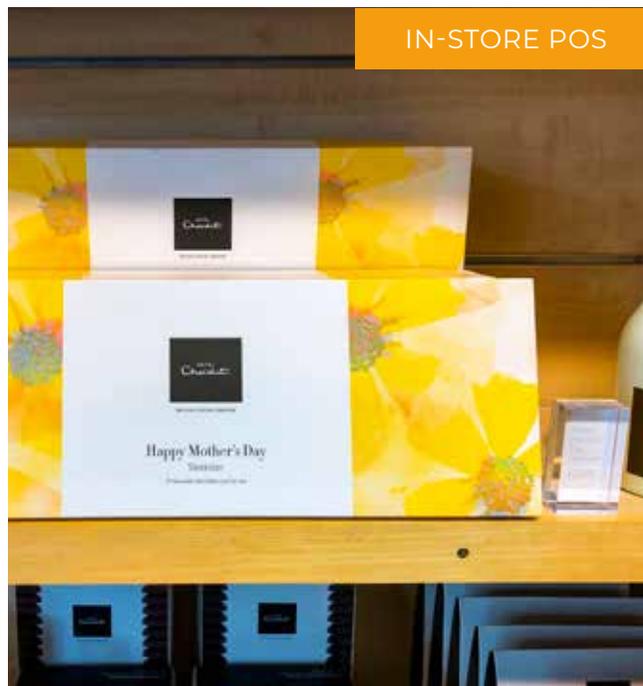
Confectionery

teamitg



A selection of brightly packaged chocolate collections was produced for Mother's Day and made available for delivery via the Hotel Chocolat website. The yellow flower design of the packaging was mirrored in the POS and website design for continuity, also serving to catch the eye and attention.

In-store posters carried a simple message: 'Gifts for Mum, made easy', while the website had a section entitled Mother's Day Gifts, where confectionery collections, wine, flowers and hampers could be purchased and delivered directly to the recipient.



“Bringing spring and Mother’s Day together worked well for Hotel Chocolat, the floral design providing a welcome pop of colour, giving the products plenty of stand out and tying the campaign together.”

James Cannell
Chief Creative Officer

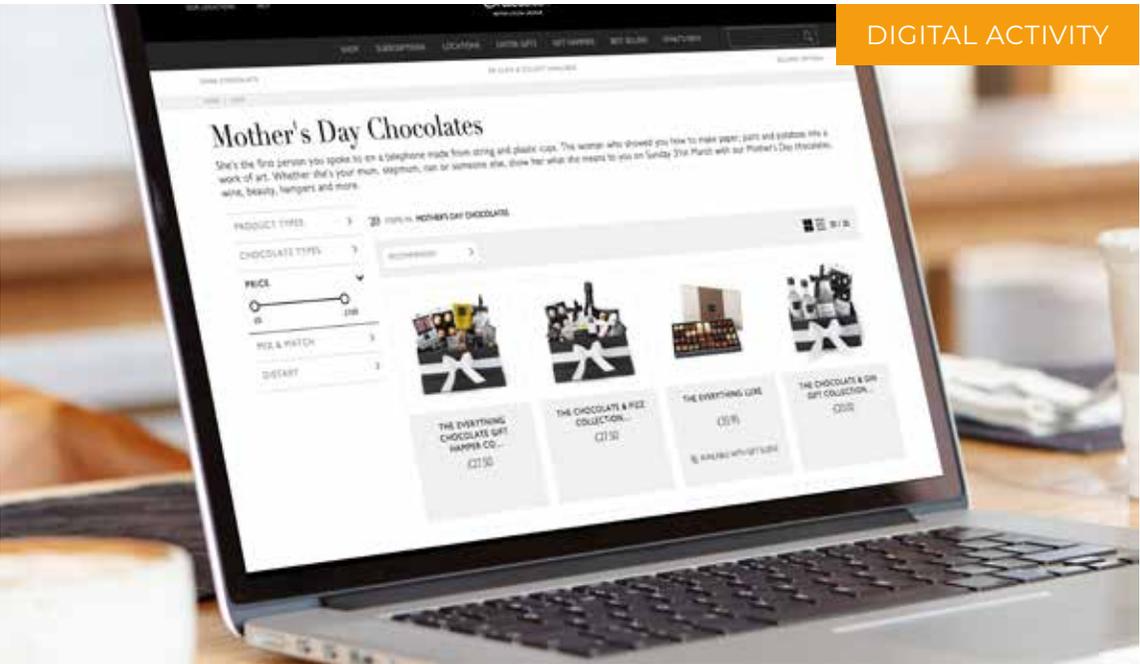
DIGITAL ACTIVITY



IN-STORE POS



DIGITAL ACTIVITY

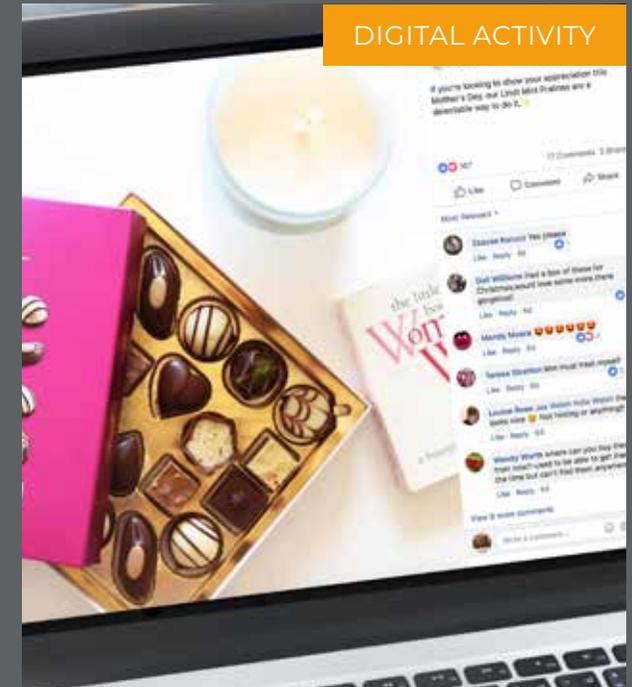




Lindt made waves in the run-up to the event by incorporating a front window vinyl with the wording 'Happy Mother's Day' in lilac to encourage passing traffic into the store. Flowers hanging in vertical lines from a pole above served as a backdrop, while podiums displaying the brand's special chocolate collections sat in the window at eye level.

Meanwhile, POS signage in-store was displayed in a glass cabinet strewn with flowers, elegantly highlighting a range of gift ideas.

On Lindt's digital platforms, close-up imagery of the individual chocolates was used to drive traffic to place orders on the website.



“The brand’s social media channels posted a series of tempting pictures bound to make the mouth water.”

Chris Perks

Managing Director of Digital Services



Heart-shaped window POS made an impact for Thorntons, using the message 'To all our mums With Love' to entice passers-by into the store to browse its Mother's Day offering. A simple white background with cut-outs of the individual chocolates and a baby pink scripted font lent an air of sophistication. Brightly coloured doodled flower images bordered the window and the in-store POS boards for continuity.

A feature was made of the brand's ability to personalise items in-store, while the website and social media pages drove sales of Mother's-Day-branded chocolate collections.





A simple 'Happy Mother's Day' message accompanied illustrated images of the Queen of Hearts from Alice in Wonderland across Whittard's promotional materials for this event.

Black and white sketches in the style of the original book illustrations adorned playing card vinyls scattered over the windows, while gift idea tables inside also featured the iconic playing card images.

Social media channels featured the store's Alice in Wonderland collection heavily, while the website drove traffic towards the brand's collection of Mother's Day gifts.



STORE FRONT



STORE FRONT



“Whittard did a stellar job of promoting Mother's Day while integrating the event into its Alice-in-Wonderland-themed edit. Simple signage, with illustrations based on the original novel, positioned the collection as an ideal gift for mum.”

Claire Roshanzamir
Strategy & Creative Director



Mother's Day 2019.

Thank you

Get in touch for more information
or to discuss opportunities for your business

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team**itg**