



Mother's Day 2019.

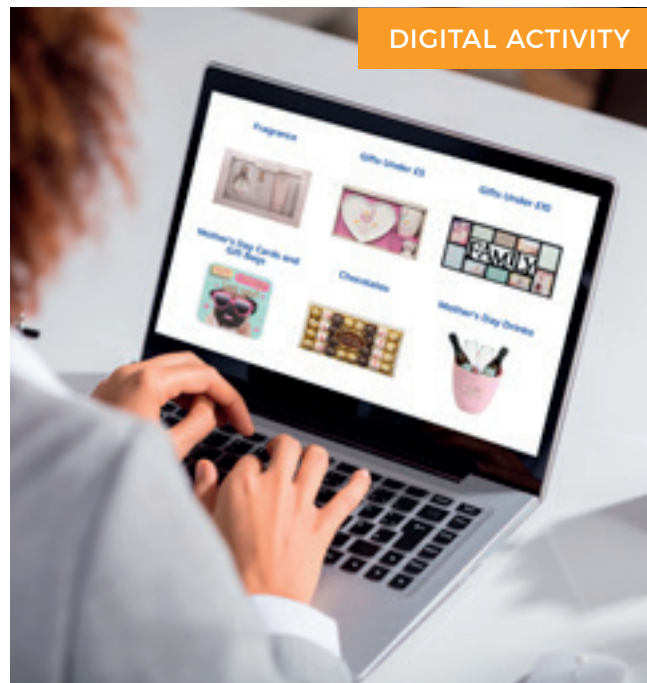
Discount stores

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'Mum in a million' and the date of Mother's Day were the messages displayed in B&M stores in the run-up to the event, with vivid pink card storage mimicking the colour of the scripted font on POS boards.

Website traffic was driven via a 'Gifts & Gift Ideas' portal, branded with the same messages and design for continuity.



IN-STORE POS

DIGITAL ACTIVITY



In-store signage banners and POS boards communicated the message 'Simply the best' in Poundland stores over the weeks leading up to Mother's Day. A bronze scripted metallic typeface was used for maximum impact, with elongated hearts on a pink and white marble-effect background. Vertical banners with the same styling adorned the gift aisles.



“Cards and chocolate – Poundland’s secret is knowing exactly what its customers are coming into the store for, and for Mother’s Day these two facets were given pride of place, alongside the endearingly cheesy ‘Simply the best’ slogan.”

Sarah Perry
Creative Director

IN-STORE POS



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