



Valentine's Day 2019.

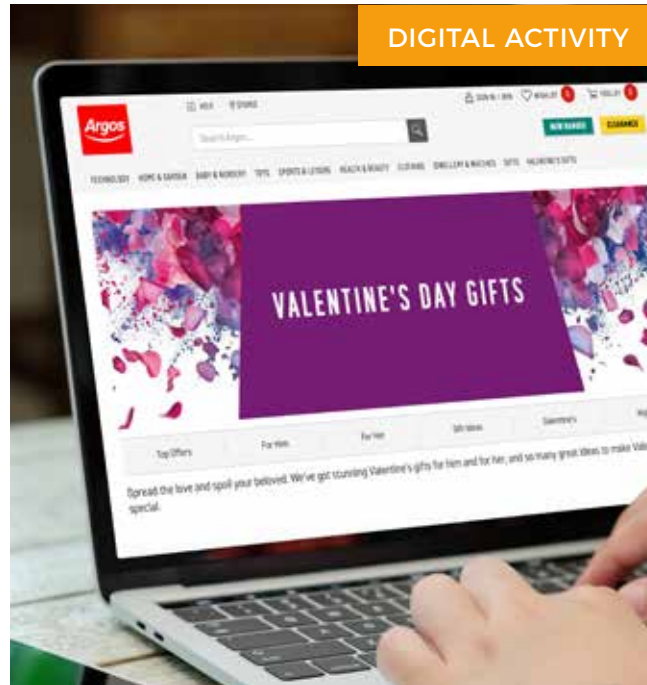
Home

teamitg



Argos shoppers were encouraged to 'Share the Love' this Valentine's Day, with gifts for everyone available in-store and online.

Heart-warming gift ideas included jewellery and watches for him and her, as well as the hottest technology picks – even pushing purchasable Valentine's Day experiences in conjunction with the Argos credit card.



LAURA ASHLEY

Laura Ashley was on a mission to make customers feel the love this Valentine's Day. Inspirational online content gearing followers up for the big day included themed blog content, pushing curated gift guides advising the perfect outfits for every occasion over the romantic period.

The brand's social media channels went into overdrive this Valentine's, with UGC competitions and giveaways, as well as the promotion of the Laura Ashley Tea Room – the perfect place to visit over the season.



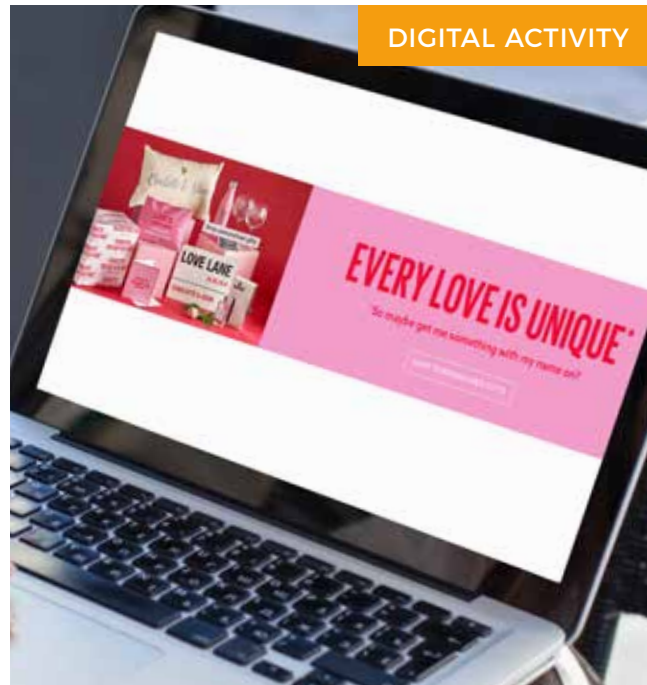
“Valentine’s Day can end up being all about ‘sell, sell, sell’, so it was refreshing to see a change of pace at Laura Ashley, where it instead concentrated on social media giveaways and practical advice in the form of its blogs. It will only have increased perception of the brand as the thinking person’s go-to.”

Chris Perks
Managing Director of Digital Services

next
HOME

Love was all that was needed at Next Home, but the brand joked that 'flowers wouldn't hurt.' This cheeky tone of voice was mirrored online; Next capitalised on the personalisation trend, urging customers that 'Every love is unique/ So maybe get something with my name on?'

Shoppers were given the incentive to spread the cost of Valentine's Day gifting with the flexible payment options available with Next Credit.





User-generated content was key for The Range this Valentine's Day. The home, garden and leisure brand tapped into its dedicated social media following, hosting online competitions throughout February. One such giveaway saw The Range ask its followers to head into store and post a photo of the product they love most to be in with a chance of winning it.

Other online engagement drivers included social media polls to see which 'teams' were represented this Valentine's Day, with followers declaring themselves #TeamTaken or #TeamSingle.



DIGITAL ACTIVITY



DIGITAL ACTIVITY



DIGITAL ACTIVITY



“With people worrying about whether or not they had a Valentine's date, it was a smart move for The Range to tap into that feeling through its online activity with the hashtags #TeamSingle and #TeamTaken.”

Phil Douglas
Digital Client Director



Valentine's Day 2019.

Thank you

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

inspired@itg.co.uk

team**itg**