



Valentine's Day 2020.

Confectionery

teamitg



There was a real variety to Godiva's social media channels over the Valentine's period, with sharply styled imagery of its chocolate selection, some more light-hearted messages such as 'My salty Valentine' to promote its Salted Caramel Truffle, and a post dedicated to its collaboration with Olympia Le-Tan.

'Wonder Awaits' was the tagline the brand used on its website, while in-store Godiva utilised heart-shaped packaging and a traditional red and pink colour scheme to draw attention to its collection.



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IN-STORE POS



“The collaboration with Parisian accessories brand Olympia Le-Tan lent an upmarket feel to Godiva's campaign and helped set its packaging apart from the standard red and pink colour palette that tends to dominate over the Valentine's period.”

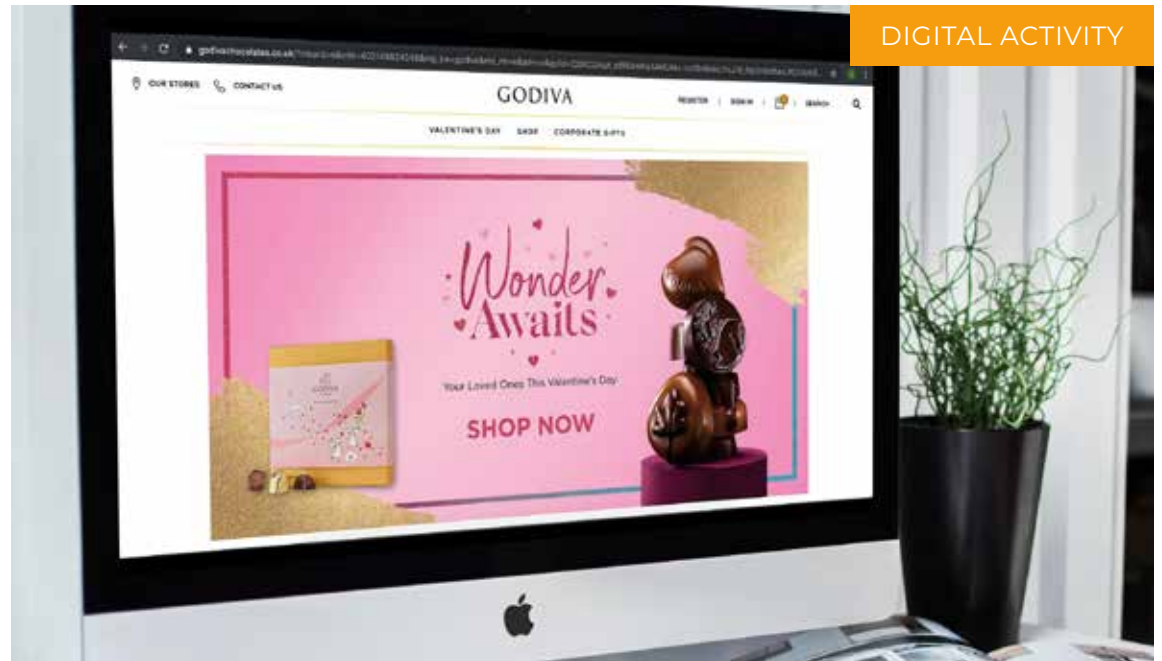
Sarah Perry
Creative Director



IN-STORE POS



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Heart-shaped packaging, a bright red colour scheme and cute ribbon details signalled the arrival of Hotel Chocolat's Valentine's collection in its stores. 'Just because you're the best' was the slogan splashed on window vinyls, as well as across the brand's website banner.

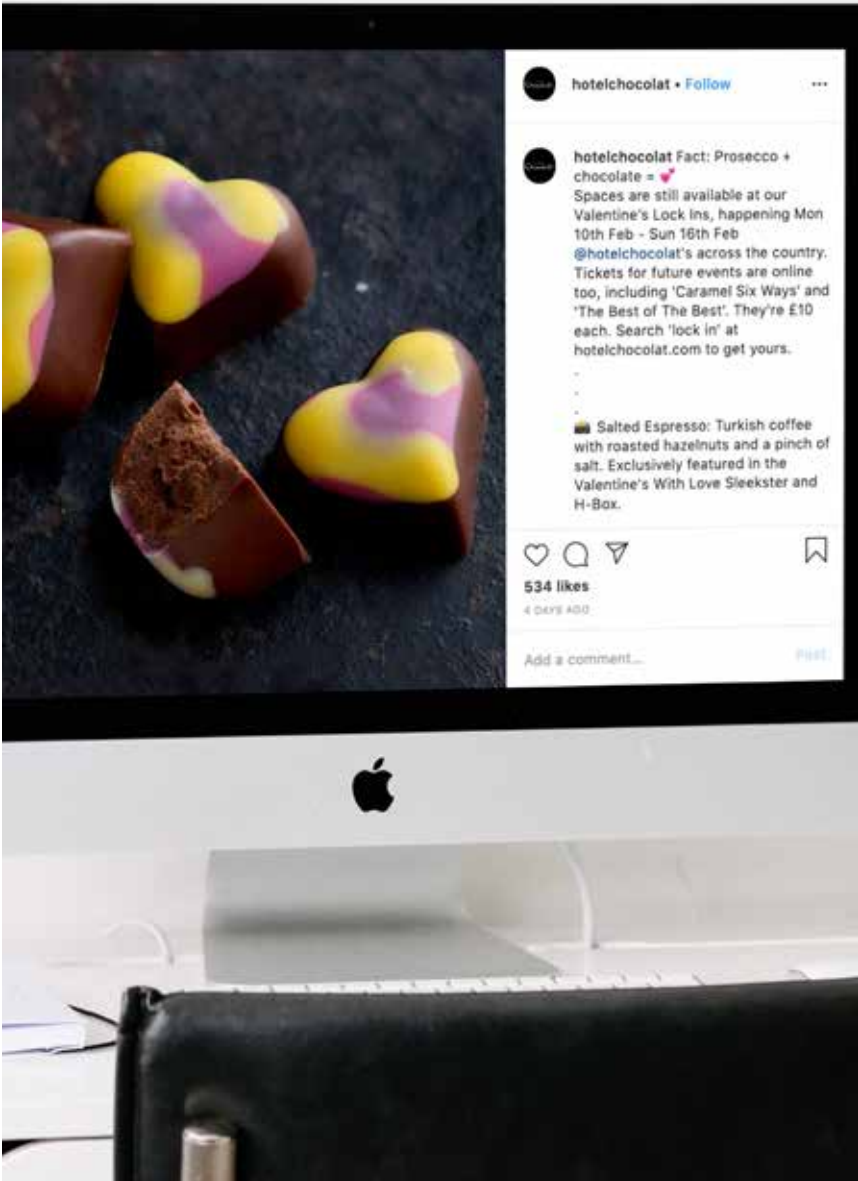
On social media, Hotel Chocolat advertised a limited-edition afternoon tea, as well as pushing the 'Valentine's Lock Ins' running at stores around the country.



“With the promotion of its afternoon teas and Valentine's Lock Ins, Hotel Chocolat's social media pages were focused on offering customers value beyond its primary selling point, a great way of increasing brand sentiment.”

Phil Douglas
Digital Client Director

DIGITAL ACTIVITY



IN-STORE POS





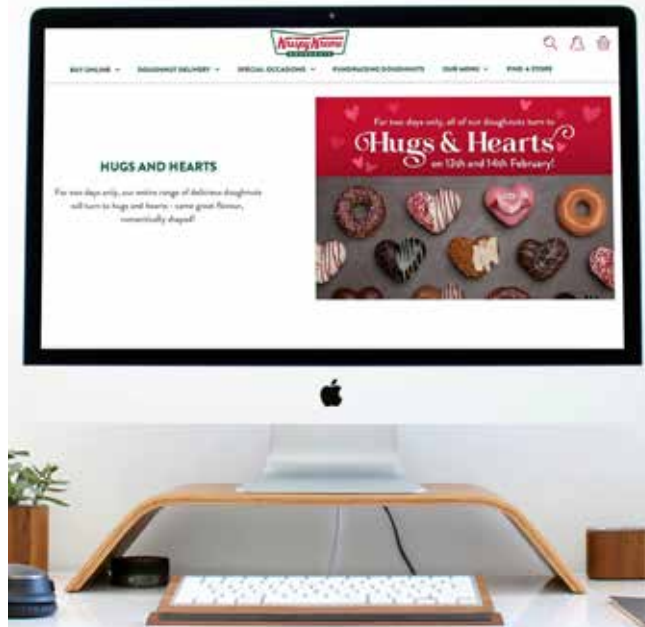
Krispy Kreme's Valentine's campaign had a fun, relaxed feel to it, with in-store POS showcasing its selection with sharp imagery and a playful message written across a red background, such as 'Tell someone you're Nuts about them' to push its Nutty Chocolatta Heart.

The layout was repeated across its social media posts and on the brand's website, where it showcased its 'Hugs & Hearts' promotion, with special-edition doughnuts available on the 13th and 14th of February.

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IN-STORE POS

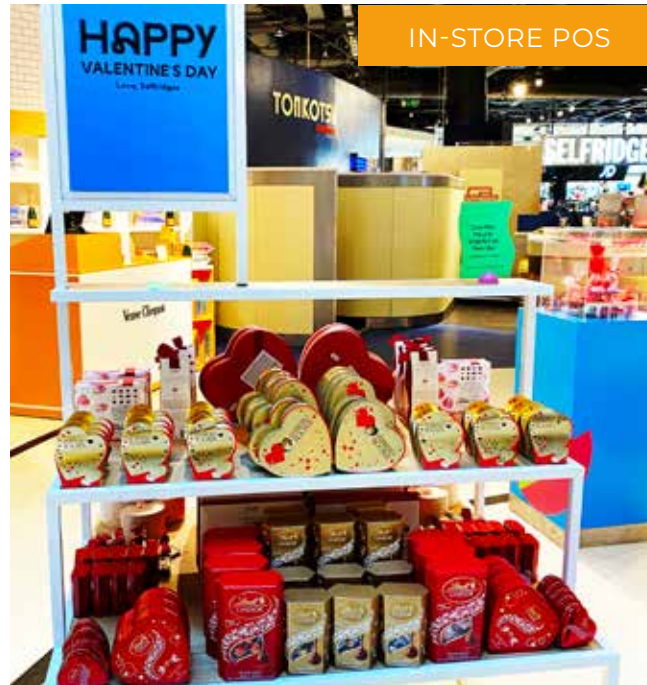




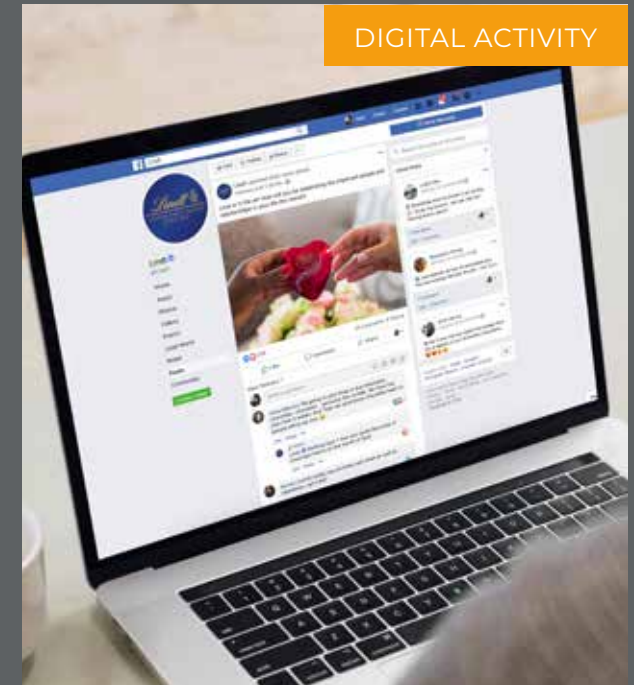


There was a clear effort to engage with followers on Lindt's social media pages over the Valentine's period, while on Twitter the brand incorporated its signature chocolate bunnies into a romantic image that really captured the theme.

Valentine's had its own section on the brand's website, where it pushed its luxury credentials through snappy messaging and heart-shaped selection boxes, while in-store the collection was set out in a smart display.



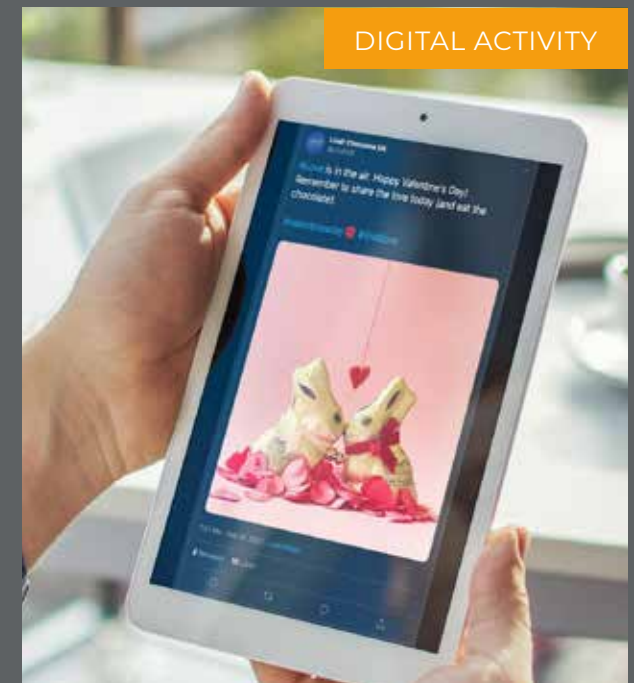
IN-STORE POS



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With an array of limited-edition treats, Thorntons' Valentine's collection was tagged 'Say it your way', with the words set within a watercolour-style red heart. There were consistent reminders of the date within the POS signage, which also included an elegant window display outlining a number of seasonal products.

There was a sharper focus on personalised presents online, a great way of allowing customers to stick to chocolate, a staple gift of the Valentine's season, while showing to their loved one that they'd put in a little extra effort.



Whittard
CHELSEA 1886

Those stuck for Valentine's Day gift ideas were lent a helping hand from Whittard's website, where the brand promoted free deliveries in time for the big day with a spend of £20 or more.

A collaboration with holiday company Hoeseasons gave Instagram followers the chance to win a hamper and a short break, and in-store, its window displays featured limited-edition flavours, signposted with a subtle pink heart vinyl.



“Whittard encouraged followers to engage with its social media pages by including the link to enter its Valentine's competition in its Instagram story – a smart way of expanding the brand's reach.”

Chris Perks

Managing Director of Digital Services



Valentine's Day 2020.

Thank you

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

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team**itg**