

TLC Marketing's four top tips for Mother's Day campaigns

Issued by [TLC Worldwide Africa](#)

6 May 2015

Mother's Day is the one day in the year devoted to our mums. Therefore it's imperative that we let them know how special they are. But do you know what mums really want for Mother's Day? Here at TLC we've been talking to brands worldwide about how they can create campaigns to make mothers feel special and give them what they really want.

Here are our top tips:

Number 1



Quality time with family: According to a recent survey by PriceGrabber, 44% of mums would like to spend more quality time with family. Imagine a campaign which allowed just that, like the campaign we ran with MLC insurance in Australia - <http://www.tlcmarketing.com/Market/au/Article/Post/MLC-Insurance-Entertainment-Pass-> - where we offered 2 for 1 cinema tickets and 2 for 1 "Days Out" with the renewal of a policy.

Number 2



Time to relax: Ebates.com found that 48% of women want a spa day for Mother's Day. When you are a mum 'me time' is a luxury so a day at the spa is very well deserved, here at TLC we have a network of over 300 spas to partner with your brand.

Number 3



A clean house please: For many moms, the cost of prioritising time with the kids and time at work comes in the form of a messy house and an endless pile of laundry. Imagine a campaign which offers free home cleaning, leaving her with precious time free to spend with her family.

Number 4



Make her feel special, just like our campaign with L'Oreal in Australia did -

<http://www.tlcmarketing.com/uk/Campaign/Details/L'Oreal> - where we offered a free photoshoot when spending over \$50 on products, perfect pamper time!

TLC Marketing has over 20 years of experience in delivering successful campaigns ranging from loyalty platforms to added value consumer incentives by using intelligence from 17 international offices as part of the TLC Marketing Worldwide Group.

For more information, please visit www.tlcmarketing.com.

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