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Companies go all out to say 'Maa tujhe salaam' this Mother's Day

May 10, 08

[Deepshikha Singh](#)

Always on the lookout for creating marketing opportunities out of different occasions, companies have turned specific days into major reasons to celebrate. Case in point are Valentine's Day, Friendship Day, Mother's Day... the list goes on. With May 11 being observed as Mother's Day, companies are out to tug at the heartstrings and have embarked on marketing campaigns around the day.

exchange4media speaks to Archies, Snapfish, Oxycash and Vogue to find out about their campaigns centred around Mother's Day.

The word 'mother' evokes a myriad of emotions and savvy marketers are ready to tap every one of them. Hence, they have come up with several women-oriented products and initiatives too woo the lady of the house.


Among those in the forefront is card and gift company Archies Ltd, which has launched 64 Mother's Day specific cards and a range of eclectic gifts and options for online greetings to ensure that there is something for everyone.


According to Pramod Arora, Joint Managing Director, Archies Ltd, "A mother's love is perhaps the only constant in a world full of changes. People today are looking to express their love for their mothers through a variety of expressions – from specially created greeting cards and gifts to online greetings. At Archies, we have all this and more to help you make your mother feel like what she truly is the most treasured woman in your life."


Archies has on offer an array of gifts especially for this occasion, including a variety of thoughtful options ranging from quotations on glass and pottery mugs, photo frames, soft toys, tealights and even 'Best Mother Award' certificates. While the cards are priced between Rs 25 and Rs 150, and the gifts range start at Rs 30 and go up to Rs 1,299.

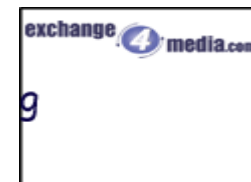
Arora further said, "Archies has taken special care to make choosing gifts easy with the introduction of uniquely designed tags for all Mother's Day products. The tags carry the same message – 'Love you Mom' – and help choose the most appropriate gift. The entire range of gifts and cards are available at all Archies stores across the country."

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HP Snapfish, a consumer online photo service, has announced a slew of initiatives to make this day memorable and personalised products that reflect that special relationship.

It has also created a landing page, www.snapfish.in/mothersday, where users can visit and choose from multiple options, including Flip Book, launched especially for Mother's Day. Comprising five to 30 pages, the Flip Book is an ideal gift option filled with the mother's memorable moments for just Rs 59. Also available are collage posters capturing unforgettable moments, starting at Rs 99.

Bala Parthasarthy, Vice-President, Digital Imaging, and Co-founder, HP Snapfish, said, "With Snapfish, our endeavour is to celebrate the existence of the most amazing woman in our lives. We have taken Mother's Day a step ahead from the conventional gift options such as jewellery and flowers. A personalised photo mug with a photograph of a precious moment or a flip book capturing the fond memories breaks the convention while showing that you care."

In addition, there are several options to choose from – personalised photo calendars, key chains, T-shirts, calendars and mugs.

OxiCash has joined hands with Ferns 'N' Petals and Trijewels for this special day. This initiative will enable all users of OxiCash to give special gifts of flowers and jewellery to their mothers by paying for the same with their mobile phones using the pre-paid value stored cash based mobile wallet of OxiCash.

Meher Sarid, Group Executive Director-Brand, Marketing & VAS, Oxigen, said, "Given today's busy lifestyles where time is always a rare commodity, orders placed on mobiles or online, powered by OxiCash, would enable gifts of flowers and jewellery to communicate the deepest feelings of love and gratitude to that special someone. Now OxiCash users can order from an exotic range of flowers and displays from Ferns 'N' Petals, along with jewellery from Trijewels and, at the same time, avail of special discounts on their purchases."

Shalini Gera, General Manager, Ferns 'N' Petals, said, "Since our inception in 1994, we have followed the principle that customer satisfaction is the keyword to success. Our affiliation with OxiCash is an effort to value-add to our existing infrastructure in order to serve our customers better by opening an easy payment gateway for our clients."

Farrukh Saeed, COO, Trijewels, said, "We value our association with OxiCash as this will not only enable us to expand our customer base, but also because we are joining hands with OxiCash in a pioneering effort to celebrate this special occasion with their clients."

Vogue India's luxury retail chain has launched Mother's Day Celebrations at its outlet in Hyderabad. Vogue presents exciting offers and great deals on India's leading jewellery brands that could be ideal gifts.

Manoj Subramanian, Head-Marketing, Just In Vogue, said, "A mother's tender affection, her smiles and presence touches every heart. She is beside you like a friend and loves you immensely each day. We are very excited to celebrate this special occasion."

Just In Vogue has also announced a Super Mom Contest, which is open to all and there is no need to buy anything to enter the contest. All one has to do is complete the slogan: 'My mother is Super Mom because...' Forms are available at Just In Vogue outlets in Hyderabad.



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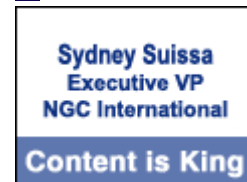
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