

Send blooms
of love to

MUM

Sunday 14th May
#bloomsformum

A campaign to ensure your business blooms this Mother's Day!

Flowers symbolise life, well-being and happiness; the very essence of what mothers strive to provide for their children. Therefore there is no greater or more classic gesture than saying thanks with flowers on Mother's Day.

This Mother's Day, the Melbourne Market in conjunction with Flowers Victoria has created a marketing campaign that is sure to make all mums feel the love. With your cooperation and support this sentimental and attention grabbing campaign will entice children; young and old to purchase blooms of love for mum!

The campaign will go live Friday 28th April, driving the key message **"Send Blooms of Love to Mum this Mother's Day"**. It will be supported with point of sale material together with a social media and online marketing directive via the following avenues:

- Facebook
- Instagram
- Market Fresh Website
- Flowers Victoria Website

To make this campaign a success, we ask for the support of all florists and growers. We are aiming to make the hashtag **#bloomsformum** go viral. So make sure you are following @flowersvic and @melbmarket on Instagram, and the Flowers Victoria (<https://www.facebook.com/flowersvic1/>) and MarketFresh (Melbourne Market) Facebook pages for all of the latest updates. Share, like and hashtag away, in an effort to promote to your customers and the wider community, remember "Send blooms of love this Mother's Day".

ONLINE ADVERTISING:

Display advertising and social media:



This campaign has been generously funded on behalf of the industry by:



CAMPAIGN EXAMPLES

Right: Hero point of sale poster to print either A3 or A2 in PDF format.

Available to purchase at the Melbourne Market on Thursday 5th May.

Or download at www.poweroftheflower.com.au

Below: Gift Cards
Perfect addition to all your blooms of love this Mother's Day.

Add a personalised message (on the back) and this gift card encourages mum post a pic and #hashtag their blooms of love and drive the campaign.



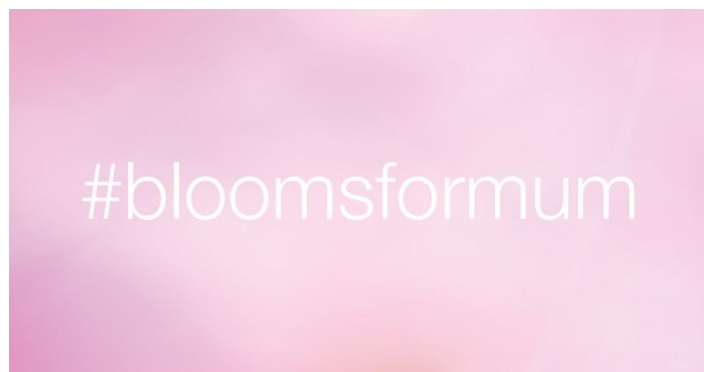
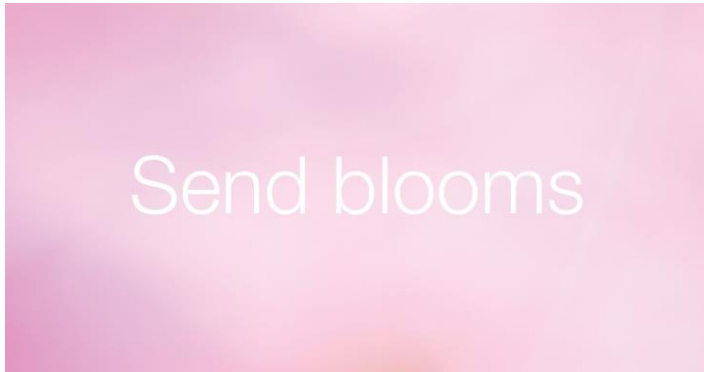
Front of Gift Card



Back of Gift Card



Facebook Advertising is a short video; here is stills of the images:



Left: Facebook Advertising from Wednesday 3th – Sunday 14th May

A video of elements will appear across Facebook as a sponsored ad.

Below: Instagram Advertising image



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How to get involved

The Melbourne Market and Flowers Victoria have made it easy to participate in and promote the 2017 Mother's Day campaign by giving you a suite of material for your business to use.

This includes:

- **Posters** (available electronically in A2 & A3)
A limited number of A2 printed posters will be available for purchase (for a gold coin donation) at the Flower Market on Thursday 4th May or from MMA Reception.
Flowers Victoria members will receive complimentary copies sent via post.
- **Gift message cards** – every time you sell or send out flowers, offer one of these cards in place of your normal message cards to help promote the campaign. This will also encourage the recipient of the flowers to show their blooms online, tagging #bloomsformum – helping to make the campaign go viral. The lovely floral design will also add a decorative touch to your store.
A limited quantity of gift cards will be available to purchase or download and print your own.
- **Facebook banners** – we have developed a series of tiles for you to use on social media. Download the following
 - Facebook Banners
 - Website banners
 - Instagram campaign tiles and image
- **Marketing Tips and hints** – do you want to do more to drive sales this Mother's Day? Check out the list of additional marketing ideas for florists.

All campaign material is available complimentary in PDF format via www.poweroftheflower.com.au

Next steps – Get ready for Mother’s Day

1. **Merchandise your store** – get campaign posters from the Melbourne Flower Market (or online). Advertise the campaign via your website, social media and through merchandising with point of sale posters in your windows and at counter. The key is to remind your customers that Mother’s Day is coming.
2. **Update your business listing** on <http://www.marketfresh.com.au/listing-category/find-your-local-florist/>
Make sure your business is listed, as traffic from the online ads will click through to our Find your local florist directory. You want to make sure the consumer knows the details of your store to ensure you receive their business.
3. **Update your social media** – Download the campaign tiles and imagery and upload them to your personal and business Facebook & Instagram accounts. Don’t forget to hashtag #bloomsformum. This helps the campaign flow and allows the message to repeatedly remind consumers to buy flowers every time they see it.

Most of all Happy Mother’s Day! We hope you enjoy your day.