



TREAT  
YOUR  
MUM

SUNDAY 13TH MAY  
#BUYABUNCH

## ALL MUMS DESERVE A TREAT THIS MOTHER'S DAY!

This Mother's Day, the Melbourne Market, Flowers Victoria and Flower Association have joined forces to create an industry marketing campaign that is sure to treat all mums this Mother's Day.

The campaign creates a fun connection between a kid's favourite treat: ice cream and mums favourite treat: flowers. This unique and visually appealing campaign will remind children young and old to **treat their mum** and **#buyabunch** to show mum how much they care, this Mother's Day.

Let's all work together to drive this campaign and to drive the key message **#buyabunch**.

The campaign message will be pushed out through the following media channels:

- Social Media: Facebook & Instagram
- Radio: Nova 100
- Industry websites: Melbourne Market, Flowers Vic & Flower Association
- Press release – to all media outlets to drive the importance of flowers for Mother's Day

We have made it easy for your business to participate. Log onto [www.poweroftheflower.com.au](http://www.poweroftheflower.com.au) for all the campaign elements. We have provided electronically:

- Point of sale posters
- Gift Cards
- Social media tiles – both Facebook and Instagram
- Website banner

So, merchandise your store and online presence today with "Treat your Mum" this Mother's Day and don't forget to hash tag **#buyabunch**. A limited number of posters and gift cards will be available for purchase from Melbourne Flower Market.

### ONLINE

Sponsored advertising on social media:



### RADIO

Radio advertising from 6-12 May



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



## CAMPAIGN EXAMPLES

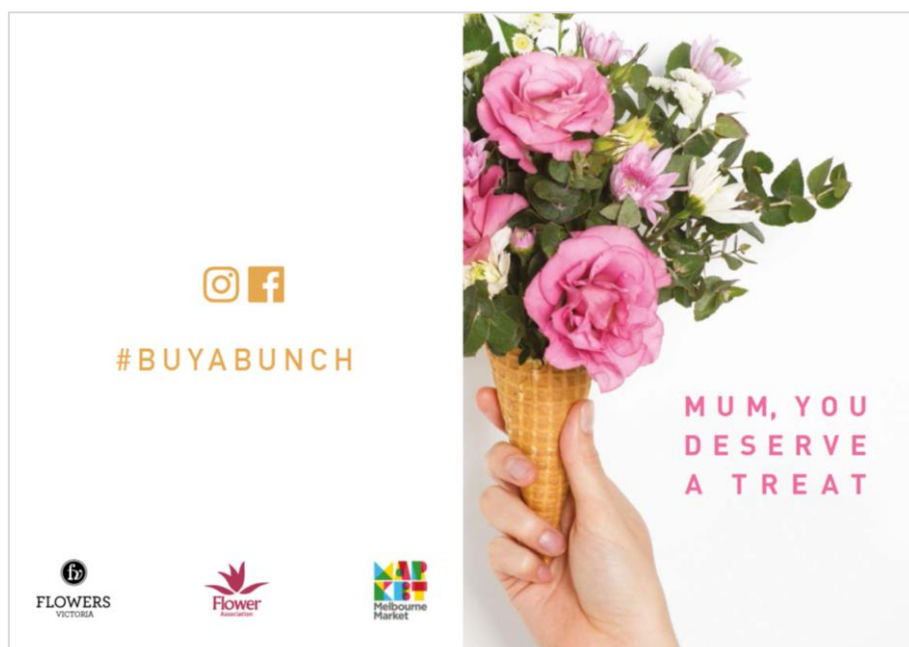


### POSTERS

Hero poster to print either A3, A4 or A2 in PDF format.

A limited number have been printed and will be available for purchase (gold coin per poster) at the Melbourne Flower Market pop up stand on selected dates or from the Customer Service Centre.

**GIFT CARDS** - Available for purchase (gold coin per pack) at the Melbourne Flower Market on selected dates or from the Customer Service Centre. Gift cards are approx 105 mm x 70mm and left blank inside to write a personal message.



**SOCIAL MEDIA - SPONSORED ADVERTISING**

**FACEBOOK** – 3 versions of the Facebook sponsored advertising are shown below.

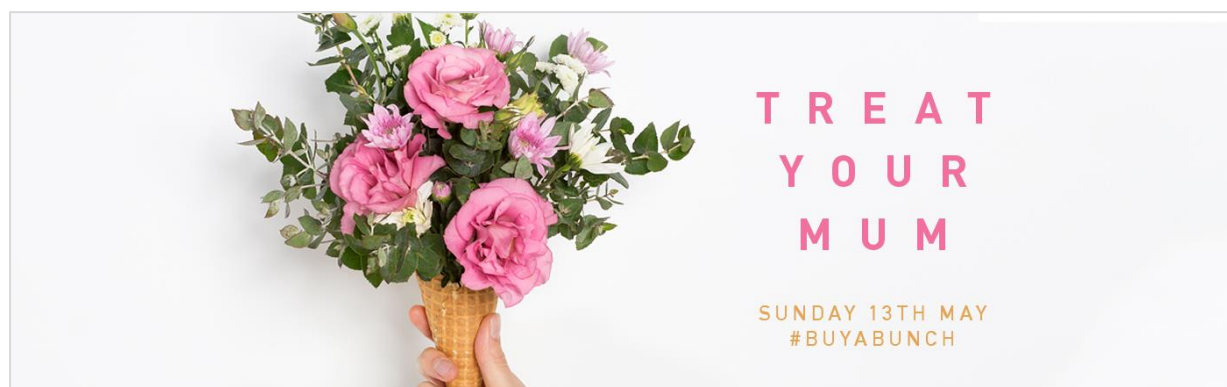


## INSTAGRAM – 3 versions of the Instagram sponsored advertising



## WEB BANNER

Use this banner on your website or as an email signature. Banner is 1400x435.



# How to get involved

It is easy to participate in the Mother's Day campaign. Simply:

- 1. Collect your posters and gift cards from the Melbourne Flower Market** (gold coin each)
- 2. Merchandise your store**
  - ✓ Put up the posters instore
  - ✓ Create a window display to replicate the campaign artwork with an ice cream treat of flowers or create your own suggestion of treats mum would love this Mother's Day (send us a pic as we would love to see your creative inspiration)
  - ✓ Offer FREE gift card with purchase
  - ✓ Create a "treats" tables full of last minute add on's to compliment a floral arrangement
  - ✓ Add the web banner as an email signature for all your email orders (it acts as a reminder to corporate businesses)
  - ✓ Update your sandwich board or pointer with ways to make mum feel special and loved
- 3. Update your online presence**
  - ✓ Use the social media tiles in your Instagram, Facebook and website
  - ✓ Create a list of treats mum would love this Mother's Day and feature one each day on social media
  - ✓ Recreate the campaign imagery – with other treats and post about it
  - ✓ Create engaging posts - ask what flower would be the best treat for mum, or run your own competition
  - ✓ Don't forget to hashtag #buyabunch and tag @melbmarket and @flowersvic
  - ✓ Share a story of why your mum deserves a treat. Personal stories create engagement and a strong emotional connection
- 4. Update your MarketFresh business listing**
  - ✓ Update your business listing on <http://www.marketfresh.com.au/listing-category/find-your-local-florist/>
  - ✓ Claim your business listing and make it reflect your brand. Listings with images and logo have the best success.
- 5. Early order incentives and offers**
  - ✓ Contact local businesses and clients and offer early order incentives
  - ✓ Offer FREE gift cards with purchases
- 6. Gift Wrap**

Every time you sell or send out flowers, remember to include one of the "Mum, you deserve a treat" gift 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 purchase online, tagging #buyabunch – helping to make the campaign go viral. The lovely floral design will also add a decorative touch to your designs.
- 7. Have fun with the campaign**

Most of all, we want you to have fun with the campaign and use it to drive the message #buyabunch.

All campaign material is available complimentary in PDF format via [www.poweroftheflower.com.au](http://www.poweroftheflower.com.au)