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# THINK LIKE A BUTLER THIS MOTHER'S DAY

Check out the best new promotions and products to make mums happy on 13 May. **Jess Brunette** reports.



## NESPRESSO \$50+50 MOTHER'S DAY PROMO

With Mother's Day approaching (Sunday 13 May!), Nespresso is launching a dual offer across its range of coffee machines. The promo features a **\$50 coffee credit** coupled with a **\$50 cash-back** (a total of \$100 value) with the purchase of one of these Nespresso machines: CitiZ, Pixie, Prodigio&milk, Expert&Milk, Lattissima, Maestria, KitchenAid, Creatista and U Milk ranges.

Purchasers can also receive a **\$30 coffee credit** coupled with a **\$30 cash-back** (a total of \$60 value) with the Essenza, Inissia and U solo ranges. The offer is available on purchases during 19 March-20 May 2018.

[www.nespresso.com/nz](http://www.nespresso.com/nz)



## COMPLETE THE SET WITH BREVILLE THIS MOTHER'S DAY

Purchasers of a selected Breville product from the **Luxe Collection** go in the draw to win the remaining products to complete their colour collection (Black Truffle, Smoked Hickory or Stainless Steel colour variants). There are five Luxe Collections packs to be won.

Also targeting Mother's Day, purchasers of selected Breville Espresso Machines will receive **3 months' worth of coffee Beans** (by redemption). Both

promos are valid from 1 April-31 May 2018.

[www.breville.co.nz](http://www.breville.co.nz)



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For advice on how retailers can make the most of Mother's Day, I spoke to an expert.

**Juanita Neville-Te Rito** is the founder of RetailX ([www.retailx.co.nz](http://www.retailx.co.nz)), "a specialist retail consultancy helping retailers and their partners, including suppliers, reinvent their offer for the new normal of retail."

Juanita was also a Marketing Manager at Noel Leeming back in the day so she knows her way well around the channel.

*What is your take on Mother's Day for*

*our channel – is it still something worth investing in?*

From any retail perspective, when you have an event which engages people's hearts and minds you also have an opportunity to engage their wallets.

Mother's Day across a whole number of categories sees tremendous uplift and there's no reason why the consumer electronics category shouldn't see the same thing.

*What advice do you have for retailers when approaching Mother's Day?*

Most importantly, start with the customer and work back from there! I think typically we start with our product and try and make it fit.

So sit down with people in your business and talk about what makes mum tick, what's her life like and what would make it better or easier.

What will inspire her, entertain her or give her joy?

Your challenge then is to curate that together in a way that really appeals.

*Mums aren't actually doing the purchasing on Mother's Day. How can retailers approach the gift giver?*

For the gift buyer you're solving a problem.

I recently attended the Shoptalk conference in Las Vegas and **Rudi Anggono**, the Creative Director at Google, made the following point related to Valentine's Day which is well worth noting.

"Think like a butler, not like an advertiser."

"It's all about knowing when to intervene at the right moment to deliver a seamless experience."

"We have noticed a shift in consumer behaviour in the past few years, from 'tell me where to find an item' to 'help me figure out what to buy'."

In a recent promotion, Google transformed a Valentine's Day ad to make it more advice-orientated.

The new ad read: "Today is Feb. 14. Guys, DO NOT FORGET. Get her something nice. 50% off."

The old ad read: "50% off – Special Valentine's Day Sale." ❗

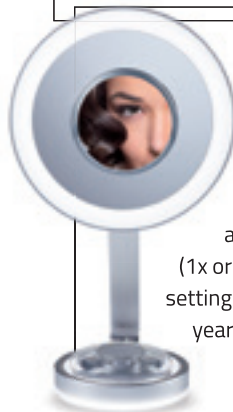


## ADD A LITTLE SUNBEAM ...

Sunbeam NZ's Mother's Day offer for 2018 is for purchasers of any MX7900 or MX9500 Sunbeam Planetary Mixer (including colour variations), who can redeem via online entry for a **Sistema Cake Box**. Dates for the promotion are 9 April-9 July 2018.

Sunbeam also has an offer for EM4300 Mini Baristas purchased during 1 May-1 June 2018; purchasers fill out online claim form to receive a **\$30 cashback**.

[www.sunbeam.co.nz](http://www.sunbeam.co.nz)



## MIRROR MIRROR ON THE WALL

Mum can see herself in a new and hopefully better light with the **LED magnification mirror** from Conair that allows for adjustments to the angle, intensity of light and magnification level (1x or 10x) and also features a night light with two settings around its base, simple tap controls and a one year warranty.

[www.conairaustralia.com.au](http://www.conairaustralia.com.au)

## FITBIT VERSA LOOKS AFTER MUMS

Today's mums are increasingly tech savvy as well as health conscious. The **Fitbit Versa** (Fitbit's lightest smartwatch to date) is a great fit for mums this May with all the health and fitness features she will need plus 4+ days' battery life. This model also comes with the new **Female Health Tracking** feature to help women track their menstrual cycle, view holistic health data in one place, and better understand connections to their overall health.

[www.fitbit.com/NZ/Store](http://www.fitbit.com/NZ/Store)



## GOOD HAIR DAY, EVERYDAY

Whether she's looking for a sleek straightened look, luscious waves, or salon-like blow-dry, Remington has some new tools to suit any mum.

The lightweight **AIR3D Hair Dryer's** 3D Airflow technology compresses heat to deliver uninterrupted airflow for improved styling power and a frizzless finish.

For easy straightening the **Wet 2 Straight Straightener** is designed specifically for use on towel dried hair meaning mum can wave goodbye to her post wash blow dry.

For a more bodied style the **Keratin & Argan Oil Nourish Rotating Air Styler** acts as a hair dryer and brush in one, to give you that salon blow-dried look without the need for two tools.

[www.remington.co.nz](http://www.remington.co.nz)



## Moodo Smart Home Accessory

Introducing a way to customize the aroma ambience of your home, office, shop or day spa.

The new MOODO electronic fragrance infuser can be customised using the free APP to combine preset scents or custom effects and can be programmed to turn on and off.

There are six combinations of popular scent families put together by world renowned Agan Aroma or simply chose

your own combination of scents.

The starter pack which includes the device and 3 sets of 4 scents is **\$349.00** and scent refill 4 packs are **\$39.00**.



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