

Our internet picks of the week – 19 Mar '20

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ANNA WIECZOREK - TRAINEE PLANNER/BUYER 19 MAR 2020

Mother's Day celebrations have traditionally encompassed a glittery card, a bunch of tulips and a lovingly made breakfast in bed. Nowadays, brands around the globe agree that there are plenty of more creative ways to pay homage to mothers, even when the most popular gifts are still flowers, chocolates and hugs. This week, we look at three very different projects celebrating Mother's Day.

Bloom and Wild have been leading the way when it comes to sensitive marketing. Last year, they launched an 'opt-out' option for potentially sensitive marketing messages like Mother's Day, giving their customers control of what they do and do not receive in their

inbox. This year they've gone one step further by launching the Thoughtfulness Movement. This movement takes last year's option to a whole new level with those who opted-out seeing no mention of Mother's Day on the website when logged in, including the homepage, navigation menu and product pages.

Thoughtfulness Movement

A campaign by Red Letter Days called [#heymum](#) raised awareness of perinatal mental health this Mother's Day by installing red post boxes that allow people to share some thoughtful messages to new mothers. The campaign, which partnered with leading maternal health charity PANDAS was launched because of a worrying statistic that 1 in 7 women in the UK suffers from post-natal depression. 24 red Letter days post boxes were positioned throughout the UK, encouraging people to post a card and (once vetted) these cards were sent across the nation to new and expectant mothers to read and hopefully feel more supported.

Hey Mum, you're doing great

An internet-based greeting card business, Moonpig, has teamed up with NHS Blood and Transplant to create Mother's Day cards encouraging dads and sons to donate blood. The research found that 62% of dads are unaware that blood loss at childbirth is one of the leading uses of blood donation. The range features 10 funny and heartfelt designs, two of which were designed by children whose mums benefited from blood transfusions.

Mummy, you're bloody brilliant!

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