Mothers Day,
& COVID-19

Ebook based on data collected between April 1-6, 2020.
Results are based on >700 respondents
Maltese citizens have developed a new side-effect from the arrival of COVID-19 on the island, with 74% of the population stating they feel a stronger appreciation towards their loved ones.

Our sister company, Onest Data, surveyed over 700 Maltese residents to understand how this statistic is shifting consumers attitudes during the Mother’s Day period. COVID-19 represents an unprecedented challenge. This ebook intends to share relevant data and tips to run successful Mother’s Day campaigns, to offer your brand direction, as well as hope.
60% of Maltese consumers agree that Mother’s Day is more important this year, in comparison to previous years.

Q1: Do you agree that given the current COVID-19 situation Mother’s Day is even more important this year than the previous?

So, should you give Mother’s Day a miss this year?

According to our research, definitely not. In this time of crisis, people are reportedly spending more time with their family than ever before. Even some of the biggest international brands including Etsy and Notonthehighstreet are forecasting to see more sales than any other previous Mothers Day season.

As it stands, Malta will not be seeing any Mothers Day related sales by footfall, which also mirrors how future shoppers are planning on spending.
60% of Maltese consumers will buy their Mother’s Day gifts online.

Q2: Where will you purchase this year’s Mother’s Day present from?

- Local E-Commerce Website
- International E-Commerce Website
- Telephone Call to Retail Store

Shifting attitudes suggest local brands should respond to an opportunity.

Whilst eliminating footfall which has caused devastation amongst several businesses, COVID-19’s implications has also led to a 74% increase in people finding it hard to trust websites and online information. This consumer shift may have led to the surge in preference towards local purchases due to familiarity, with 78% of people saying they will purchase within Malta.
Gift buying will grow by 8% this year.

Q3: Did you/will you purchase a Mother’s Day present in the following years.
The vast majority of people will spend €21-50 on their gift this year.

More people will buy, but they may spend less.

15% of our respondents said they would spend over €51 euro on a Mother’s Day present. Last year, 21% of people who purchased Mother’s Day presents spent €51 or more.

The results favour low budget offerings, whilst luxury businesses may have to work harder to be top-of-mind this year.
35% of respondents said they’ll be purchasing a physical gift this year.

Mother’s Day doesn’t only mean flowers.

COVID-19 will cause some industries to suffer more than others. Whilst flowers became the habitualised gift for Mother’s Day, this year we are seeing growth in other categories.

We’ve seen google searches for home-related products reach new records throughout the month of March, which may set the new trend for go-to seasonal gifting options.
Be a brand, that’s good enough to meet the parents.

Consumers as we’ve seen, have changed dramatically. Tone and behaviour of a brand is under an extreme spotlight and the brands who appear opportunistic will be defeated.

What does this mean for brands?
Intentions need to be properly executed, and if you want your brand to gain popularity this Mother’s day, you need to be good enough to meet the parents.
Disney offered an early release of Frozen 2 as many parents are having to entertain their kids.

If you had a marketing plan for Mother’s Day before COVID-19 took place, you’ll need to revise it to make sure it will still be effective in the midst of all these changes.
Be Local

Red Letter Days collaborated with local mental health charity to raise awareness of perinatal mental health.

The #heymum campaign invited the public to write positive notes and support to new mums, which will be posted across the UK.

With the rise in local preferences, local collaborations will help raise awareness for your brand, as well increase opportunities to truly use your brand to make a difference.
Card company Moonpig, is urging their consumers to donate blood this Mother’s day in collaboration with the NHS. With 2 of the card options, designed by children saved from blood transfusions.
We asked what mothers say the most.
The most common answer was “I love you”
CREATED FOR YOU, BY OUR TEAM

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