

Father's Day: How Brands Cash In On Celebrating Dads!

Father's Day is around the corner, and many brands have already started gearing their advertising campaign ideas towards "rewarding and celebrating father" by consciously making good profits and increasing sales.



Let's Understand How Brands Have Monetized This Concept

1. Gesture Of Gifting

Many campaigns highlight the efforts and sacrifice of our fathers who are often taken for granted. Therefore, it emotionally targets and influences the audience's minds, encouraging them to gift and show their love. Therefore, giving gifts is very useful for brands as it helps them increase their sales and make more profits than usual.

2. Offers And Special Discounts

A special 50% discount and offers are issued around the event to encourage customers to shop. However, discounts on products, meals, exclusive products or services in the menu or product range are a great way to boost sales and make the brand visible to a broader audience

3. Online Shopping And Celebration Goodies

Online e-commerce companies offer creative gift ideas, thereby attracting more customers to do business. With attractive packages and nice little freebies that bundle 3-4 of their products designed for an upcoming event, it's a great way to attract more customers to your app or website

4. Customizing Products

It always feel special when a gift is personalized with a name or message, making it a more thoughtful form of gifting. Many brands take advantage of this opportunity and introduce new brands or new products to the market based on events that attract customers.

5.Events

Many events and games are held in malls or on open grounds, which includes customers participating in the situation. Such events generate revenue through participation fees, ticket fees, gaming machine fees etc. Programmes like these helps to spend time with your father which further strengthens the bond.

This sentiment tries to honour fathers and promotes the message of celebrating dads and father figures for their hard work and dedication in the form of appreciating them

Impulse Digital-Digital Marketing Agency in Navi Mumbai focuses heavily on helping brands find solutions to their digital marketing challenges. Their expert guidance helps to find the right approach to help brand to enhance their business.



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