

Mother's Day & Father's Day Advertising Solutions

Get set to win over Mother's Day and Father's Day shoppers with bold strategies that keep your brand top of mind. As consumers search for the perfect, personalized gift to celebrate their loved ones, capturing their attention is more important than ever.

Explore the latest trends and discover five powerful, actionable tips to make your campaigns shine—and leave a lasting impression when it matters most.

2024 Mother's Day Trends

Consumers spent an average of **\$254.04 per person** in 2024.

Popular Gift Categories

- Jewelry
- Special Outings
- Electronics

84% of adults in the U.S. plan on buying a gift for someone on Mother's Day.

2024 Father's Day Trends

Consumers spent an average of **\$189.81 per person** and a total of **\$22.4 billion on Father's Day gifts** in 2024.

Top 3 Gift Categories

- 58% Greeting Cards
- 55% Clothing
- 52% Special Outing

75% of adults in the U.S. plan on buying a gift for someone on Father's Day.

5 Strategic Solutions to Implement across your Next Campaign

01



Leverage **Retail Media Networks** to Reach Qualified Audiences

02



Omnichannel Approach

03



Engaging **Channels & Formats**

04



Harness the **power of robust audience** and contextual solutions

05



Measure **Campaign Success**



digilant

We can power your vision.

Digilant is a digital media agency that empowers brands to unlock the transformative power of research, technology, and creativity to build meaningful connections. As your dedicated partner, we'll craft innovative solutions that expand your brand's reach.

We offer a full stack of technology, but our true strength lies in understanding your needs and curating a plan to reach those goals. From smart strategies and advanced tech to media expertise and analytics, we provide everything your brand needs to scale. With the Digilant team, you get a flexible, all-in-one approach centered around what makes you unique.

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