

MAKING THE MOST OF MOTHER'S DAY & GRADUATION SEASON

By Jared Davis, MCPF, GCF

Timing is everything, and there are seasonal events throughout a year when consumers are ready to buy. Mother's Day is a key date in the annual retail sales calendar, especially when it comes to gifting. And there's no doubt that a custom frame is the ideal gift for any mom!

The love people possess for their moms can transcend into some significant spending, as many consumers are happy to splash out on a little more indulgent gift for someone so special in their lives. In fact, the National Retail Federation reveals that total Mother's Day spending is worth \$23 billion a year, which is 50 percent greater than Father's Day (sorry, dads!).

You can maximize your success from opportunities like Mother's Day by planning a few months in advance. The most obvious way is to create promotional and inspirational in-store displays that are relevant to these upcoming seasonal events.

Don't be afraid to create something special, and don't hold back on the design. Choose beautiful, timeless frames, opulent fabric mats, and even fillets, because no one deserves the best more than mom!

In the months approaching this event, consider the prime locations in your store and windows for your displays to capture the most attention. Mother's Day is also a great time to have a "Frame the Family" promotion. Family-related framing ideas are ideal gifts for Mother's Day because they're more personal than décor and design-based ideas. Because they're emotionally based, they're also less price-sensitive as well.

Kamil and Hannah Roukos of Mirror Image Framing in Melbourne, Australia, created this unique concept of a "Family Generation Frame" which they have prominently displayed in their store prior to events such as Mother's Day. It is a fun way to show multiple generations of daughter, mother, grandmother, and great-grandmother in a single framed image.

The concept requires some organizing and staging



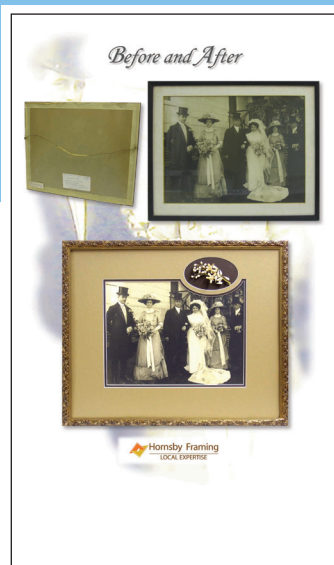
● This four-generation photo designed by Mirror Image Framing is used as a marketing tool in-store around Mother's Day.

and made use of Kam's Photoshop skills as well. They promote and sell this as a fixed-price concept, making it simple to price. They've also discovered this concept leads to a high chance of repeat sales, as commonly more than one person represented in these frames wants to have one for their wall.

Relevant signage helps convey your message so customers understand the benefit of your concepts. For example, you could display a sign beside a beautifully framed Mother's Day piece which reads; "Make Mom's memories last a lifetime—frame them!" A sign displayed around this time of year in Hornsby Framing in Sydney, Australia, reads; "Flowers last a few days, but fine framing lasts a lifetime."

Another seasonal event approaching the retail calendar which can be important to framers is graduation season. Framing diplomas can be a key opportunity not just to frame a certificate, but to also potentially gain a new client for life, as it might be the first time a young graduate is framing something so important to them.

Campbell Hughes of Matisse Framing in Brisbane, Australia, offers a few tips when it comes to framing diplomas:



● James and Sarah Louw of Hornby Framing in Sydney, Australia, have developed a market in restoration of family photos and heirlooms. In some cases, they've created some dramatic "Before and After" transformations, which they've been able to use as powerful examples in their promotional campaigns and displays such as this one, which brings new life to family history.



● Odette Miles and Sami Sadek of FastFrame in Melbourne, Australia, recently created this timeless shadowbox design for a customer of their grandmother's sampler and keepsakes. Odette and Sami like to employ additional design methods to help "tell the story" by incorporating photos and even engraved plaques and writing such as this. Family treasures such as vintage jewellery, knitting needles and samplers like this become 'priceless' in the eyes of your customer, especially when you consider the family history that they represent.



as a tie and or a pocket. Note the use of suede matboard and fillet to add an extra touch of formality and prestige.

● High school graduation is also a key milestone in everyone's life, for the parents as much as students. Odette and Sami of FastFrame in Melbourne, Australia, have created a photo library of upscale frame designs. They incorporate these into their marketing and design consultations which best personalize and celebrate this achievement.

Rather than just framing a photo or a diploma, they also incorporate other memorabilia from a school uniform, such

- Have at least two options framed up in your showroom as permanent examples. It doesn't hurt to have a budget design and an upscale "bells and whistles" design so that they can see you're capable of both.
- Most certificates fit into a ready-made frame; however, if the customer has walked into your custom framing



● To help promote the fact that they frame diplomas during the annual graduation season, Joe and Susan Lipiner of Framed Dimensions in West Hartford, CT, created a massively oversized framed diploma, which they can display in their store window as an eye-catching marketing tool.

business, there is a good chance they want something better than that.

- Chose a frame in a timeless style, as framed parchments and diplomas can hang in many places over the decades of their life. This is also why protecting it using conservation materials and methods is also important. Matted v-grooves are also a classic design element to complement any certificate.
- Understand that to each individual project, the cost of achieving (and thereby the budget for framing) may be significantly different. With post-graduate degrees, that piece of paper cost them years of their life and tens of thousands of dollars. This fact may help put this into perspective for them if possible pricing concerns arise.

Money matters a whole lot less when it comes to memories. Start preparing for these opportunities now by showing off some ideas that generate inspiration and desire in your customers to buy their loved ones that special gift that lasts a lifetime. **PFM**



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Jared has 25 years of industry experience and is the business development manager for Megawood Larson-Juhl in Australia as well as a consultant for Gunnar International. In addition to writing for PFM, Jared also travels extensively as an educator and speaker, teaching at many industry shows and seminars around the world including The National Conference. Jared also serves on the PPFA Board of Directors and is the author of the book "Getting the Most Value From Your CMC." He leads several sessions at The National Conference in Las Vegas every year.