



MOTHER'S DAY 2020

Creative Concept | Final Review | 11.20.19



macy's

CAMPAIGN INSIGHT

There are gifts that show you remembered Mother's Day.
And there are gifts that show you remember why Mother's Day matters.

GET

People, 18-45, who want to show more than they simply remembered the day.

TO

See Macy's as a destination for unique, thoughtful Mother's Day gifts.

BY

Demonstrating how Macy's has the perfect gifts that show you remember all that your mom does.



ALL TOGETHER NOW

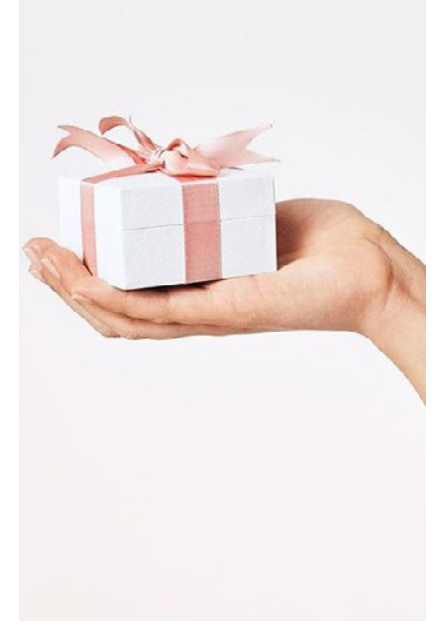
Mother's Day is a family affair. It's a day we celebrate, gather and say thank you to, yes, moms, but also aunts, sisters, mentors & friends—all of the amazing women who have helped us become the best version of ourselves.

Millions of cards and flowers will be bought in anticipation of May 10th, but nearly half of consumers say that they're looking for something special to give on Mother's Day, and one in three expect retailers to help them discover this perfect gift.

And if you have more than one woman to honor in your life, you'll want to shop somewhere you know will have something unique for everyone.

Taking our recent Valentine's Day campaign creative a step further, we will spotlight our expertly curated collections and assortments, all at a great price, inspiring people to think of Macy's as the place to find the gifts you'll love to give.

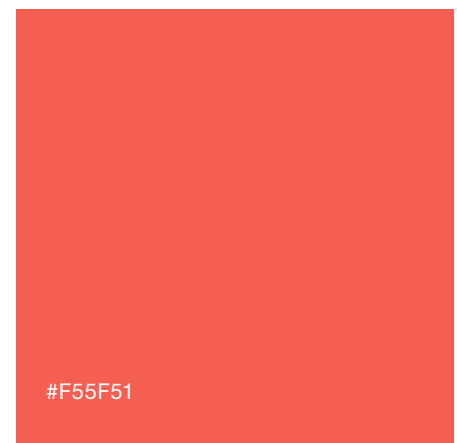
★ MOOD BOARD



★ STYLING DIRECTION & COLOR PALETTE



#E11A2B
MACY'S RED



#F55F51



#EAD0B5

Jewelry

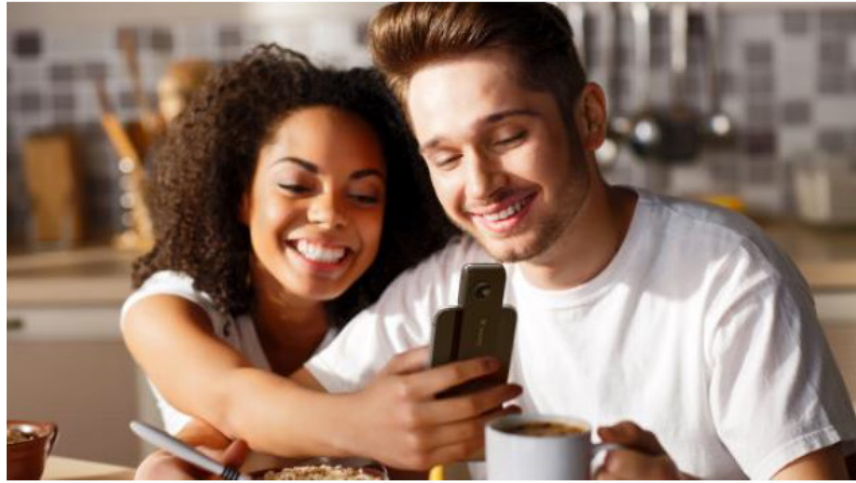
245 pairs of classic hoops
3 kinds of gold
2 grandmas who are
always there for you
1 pair for each to wear every day

Beauty

250 of the world's finest
fragrances
3 women who are fantastic moms
1 perfect scent for each of them

Home

3,234 types of bed sheets
500 thread count
40-50% off
1 way to give mom
a reason to sleep in



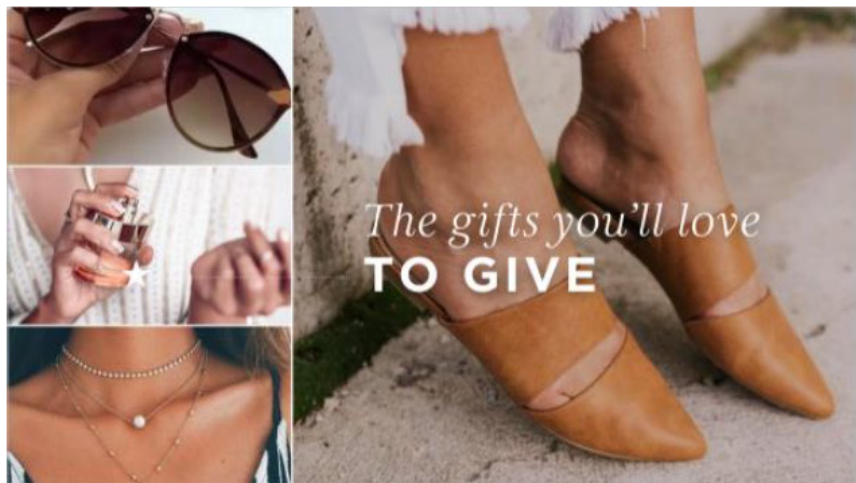
Open on the living room of a modern home. We see a family starting a FaceTime or a Google Hangout with other family members.



As the story continues more and more family members begin to virtually gather. They are all wishing the mom's in the family Happy Mother's day.



After a few moments boxes and bags from Macy's are revealed and each of the moms begin to open them. We see moments of giving and receiving and the joy that's brought from both.



VO: This Mother's Day, Macy's has the gifts you'll love to give...

SUPER: The Gifts You'll Love to Give.



VO: ...as much as they'll love to get.



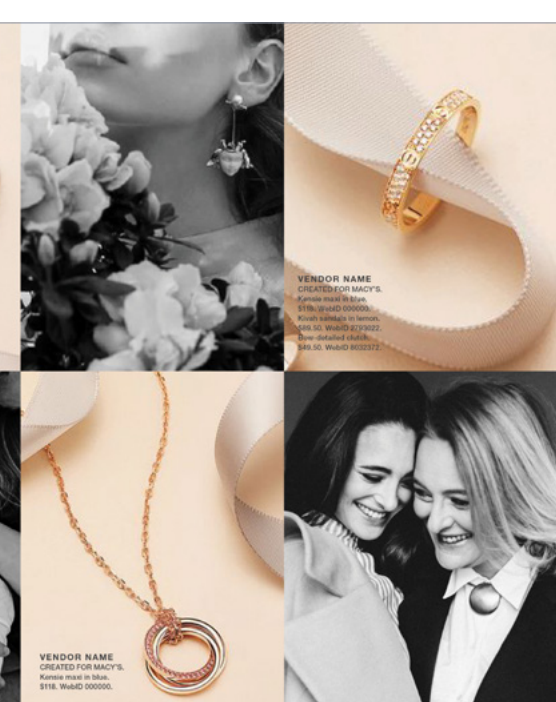
LOGO: Macy's



From top left, clockwise: **CHARTER CLUB** CREATED FOR MACY'S. Gold-tone flower bracelet watch. \$37.50. WebID 5941223. **YSL** Paris Exclusive 3-Pc. Mother's Day gift set. Only \$130, a \$162 value. WebID 0000000. **FITBIT** Inspire HR heart rate and activity tracker in lilac. \$99.95. WebID 8484038. **REFA** S Carat face and body roller. \$290. WebID 8329345. S CARAT face roller. \$160. WebID 8329353. **JL** and activity tracker in lilac. \$99.95. WebID 8484038. **REFA** S Carat face and body roller. \$290. WebID 8329345. S CARAT face roller. \$160. WebID 8329353. **JLB** Clip 3 waterproof Bluetooth speaker. \$59.95. WebID 6423148. **CALVIN KLEIN** Floral high-low dress.

FOUND: THE PERFECT GIFTS AT THE PERFECT PRICE

★ NON PROMO DM - SPREADS



GIFTS YOU'LL
**LOVE
TO
GIVE**
MOTHER'S DAY IS MAY 10



★ macy's SHOP NOW

HOTEL COLLECTION



★ macy's SHOP NOW

MARC JACOBS

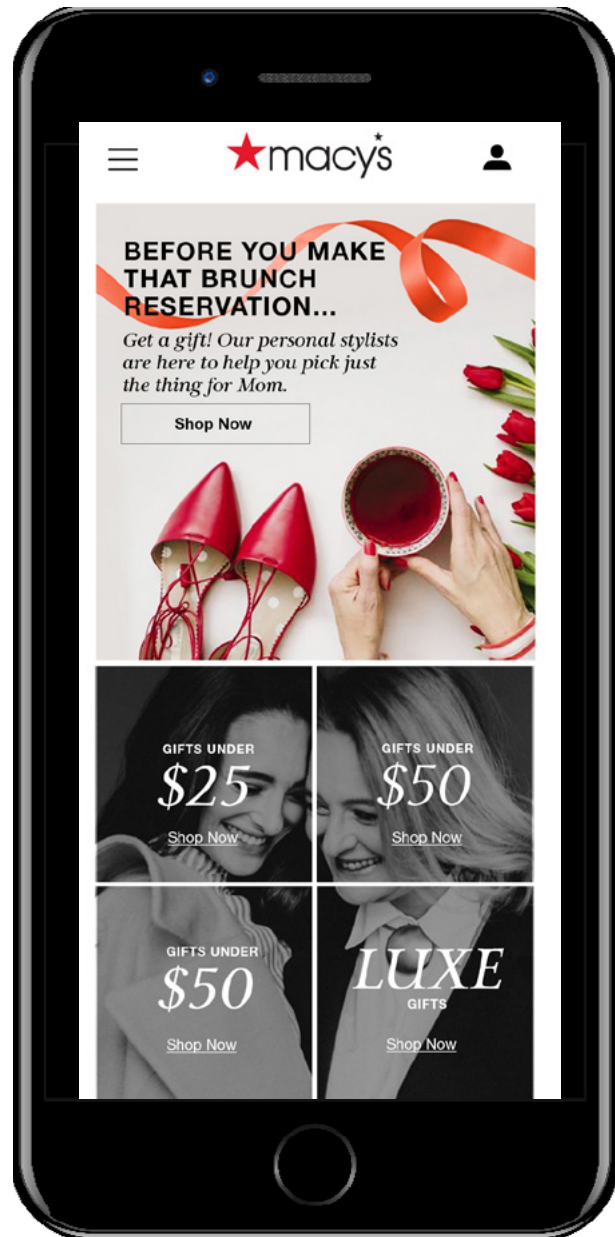


★ macy's SHOP NOW

SUNGLASS HUT



★ macy's SHOP NOW



STANDARD SHIP ENDS IN XX : XX: XX
[Find Out More](#)

MOM DIDN'T RAISE A PROCRASTINATOR.
But it happens! Pick up a Mother's Day gift in store today.

[Shop Now](#)

<p>GET IT THERE BY MOTHER'S DAY Order by 12/21 at 12:59pm ET & choose Standard Shipping. Find Out More</p>	<p>12/21 - IN STORE ONLY! FREE \$10 MACY'S GIFT CARD First 250 shoppers in store get one. Woo! Find A Store</p>
<p>GOT MACY'S MONEY? SPEND IT NOW! Perfect for those last-minute gifts. See Details</p>	<p>EXTRA 20% OFF Extra 15% Off select depts. Excludes Specials. Promo code: GIFT Exclusions Shop Now</p>

EXPRESS SHIP ENDS IN XX : XX: XX
[Find Out More](#)

MOM KNOWS EVERYTHING...
But she'll never know you waited til the last minute. Get a gift quick!

[Shop Now](#)

<p>FREE, FAST & EASY PICKUP IN STORE Order by 12/24 at 3pm Find Out More</p>	<p>GOT MACY'S MONEY? SPEND IT NOW! Perfect for those last-minute gifts. See Details</p>
<p>DASH IN STORES TO GET A GIFT CARD Easier than squeezing down a chimney! Shop Now</p>	<p>EXTRA 20% OFF Extra 15% Off select depts. Excludes Specials. Promo code: GIFT Exclusions Exclusions</p>

BOPS CUT OFF TO COME ENDS IN XX : XX: XX
[Find Out More](#)

CARDS AND FLOWERS JUST DON'T CUT IT.
You can still get Mom something special. And we can help.

[Shop Now](#)

<p>FREE, FAST & EASY PICKUP IN STORE Order by 12/24 at 3pm Find Out More</p>	<p>GOT MACY'S MONEY? SPEND IT NOW! Perfect for those last-minute gifts. See Details</p>
<p>DASH IN STORES TO GET A GIFT CARD Easier than squeezing down a chimney! Shop Now</p>	<p>EXTRA 20% OFF Extra 15% Off select depts. Excludes Specials. Promo code: GIFT Exclusions Shop Now</p>

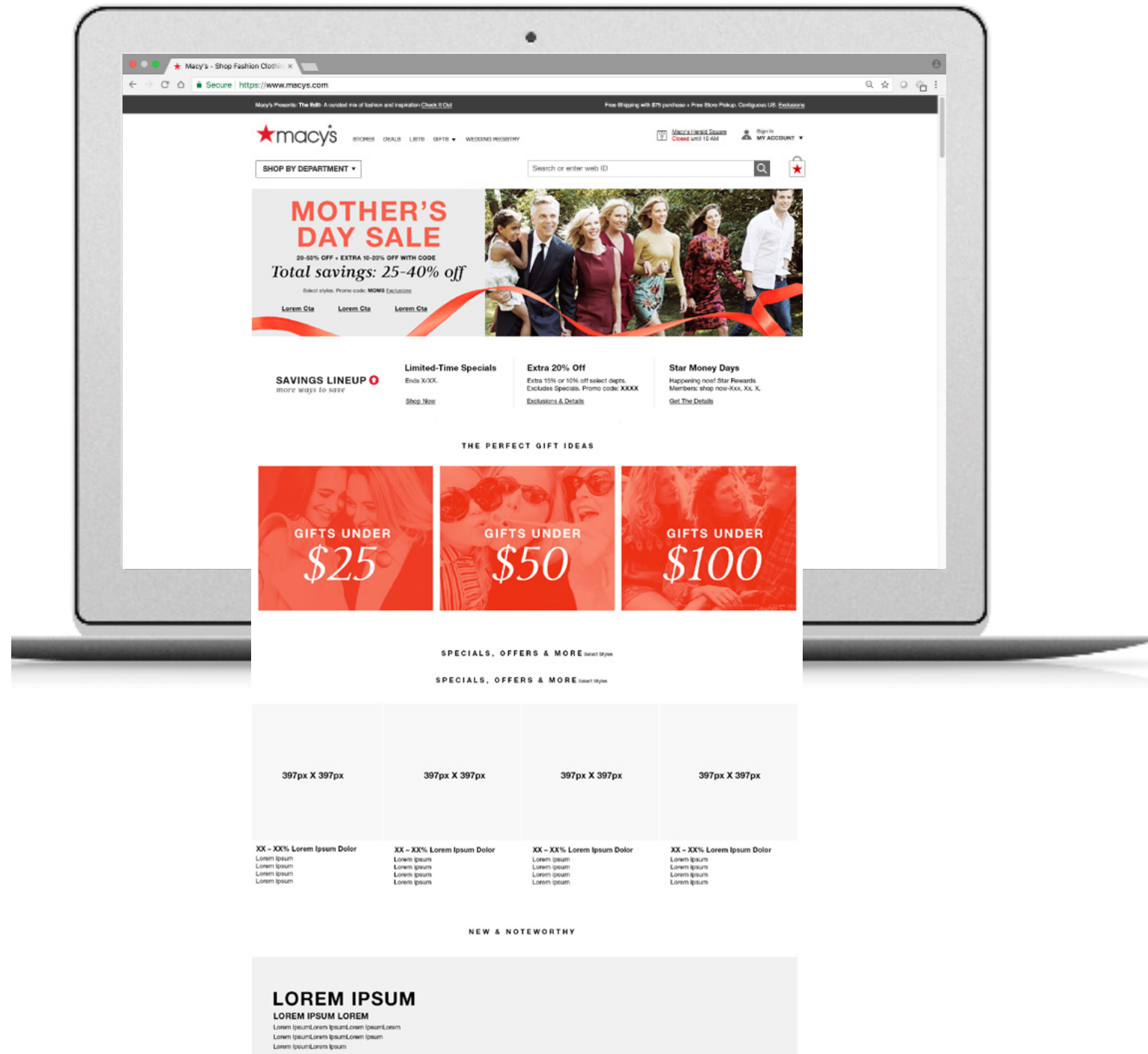
FREE PICK UP IN STORE ENDS IN XX : XX: XX
[Find Out More](#)

STILL NEED A GIFT?
Even Dad can't help you now!

[Send An E-Gift Card](#)

<p>EXTENDED STORE HOURS! Phew, we're open early & closing late. Find A Store</p>	<p>FREE, FAST & EASY PICKUP IN STORE Order by 12/24 at 3pm. Find A Store</p>
<p>GOT MACY'S MONEY? SPEND IT NOW! Perfect for those last-minute gifts. See Details</p>	<p>DASH IN STORES TO GET A GIFT CARD Easier than squeezing down a chimney! Find Out More</p>

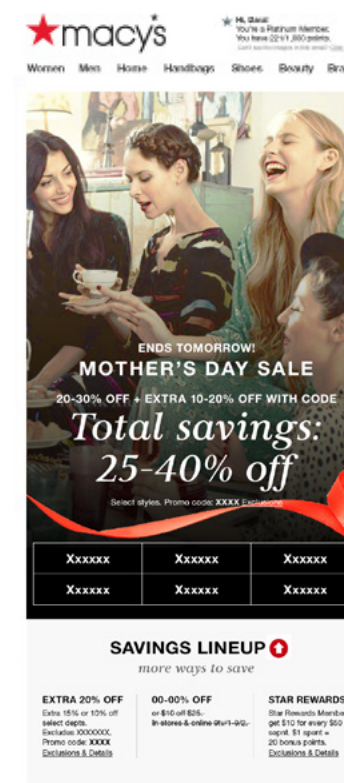
Alternative Homepage Layout



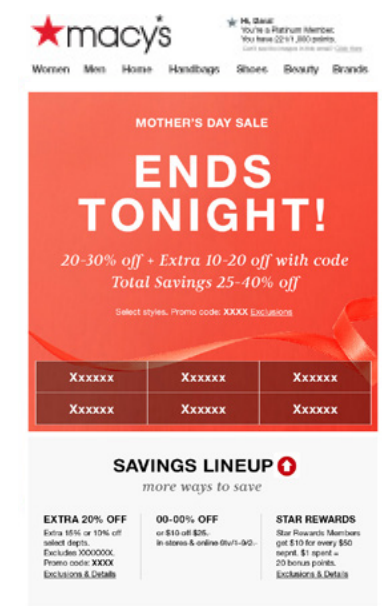
Email



Urgency



Last Day





SAVINGS LINEUP
 more ways to save

Limited-Time Specials
 See back cover:

Extra 20% off
 Extra 15% or 10% off select depts. Excludes Specials. Other exclusions apply. see macys.com/tokumbus & page 2.

Star Money Days
 10/9-10/14. See page 3.



THE PERFECT GIFT UNDER \$50

FOUND: THE PERFECT GIFTS AT THE PERFECT PRICE

THE PERFECT GIFT UNDER \$100

THE PERFECT GIFT UNDER \$50

LOVE YOU.

THE PERFECT GIFT UNDER \$100





*GIFTS
YOU'LL*

**LOVE
TO
GIVE**

GIFTS YOU'LL

**LOVE
TO
GIVE**

GIFTS YOU'LL

**LOVE
TO
GIVE**

Opening Spread Headline: Carrig Pro Light Italic, 38pt, at 120 tracking

ALL TOGETHER NOW

Mother's Day is when we celebrate, gather and say thank you to moms, but also aunts, sisters, mentors & friends—all of the amazing women who hold a special place in our lives. And while there are a million reasons why you care, there's really just one perfect present you know she'll love, and you'll love to give.

Macy's has the gifts you'll love to give.

*245 pairs of classic hoops
3 kinds of gold
2 grandmas who are always there for you
1 PAIR FOR EACH TO WEAR EVERY DAY*

Opening Subheadline:

Helvetica Neue LT Std, 75 bold, 12 pt, at 0 tracking

Opening Secondary Subheadline:

Carrig Pro Medium Italic, 14pt, at 60 tracking

Book Spreads Editorial:

Carrig Pro Medium Italic, upper and lower case.
14 pt, at 60 tracking

VENDOR NAME
CREATED FOR MACY'S.
Kensie maxi in blue.
\$118. WebID 000000.
Kivah sandals in lemon.

VENDOR NAME
CREATED FOR MACY'S.
Kensie maxi in blue.
\$118. WebID 000000.
Kivah sandals in lemon.

VENDOR NAME
CREATED FOR MACY'S.
Kensie maxi in blue.
\$118. WebID 000000.
Kivah sandals in lemon.

VENDOR NAME
CREATED FOR MACY'S.
Kensie maxi in blue.
\$118. WebID 000000.
Kivah sandals in lemon.

VENDOR NAME
CREATED FOR MACY'S.
Kensie maxi in blue.
\$118. WebID 000000.
Kivah sandals in lemon.

Body Copy:

Vendor name:
Helvetica Neue LT Std, 75 bold,
8 pt, at 100 tracking

Sale Copy:
Helvetica Neue LT Std, 65 medium,
6.75 pt, at 0 tracking