

VALENTINE'S DAY 2020

10.10.19



CAMPAIGN INSIGHT

When we find the perfect gift, we love to give it as much as they love to get it.

GET

18-45 year old Valentine's Day shoppers who want to feel the joy of getting it right

TO

See Macy's as their Valentine's Day gift destination

BY

Giving a million reasons why you'll love to give these gifts



CAMPAIGN APPROACH

On Valentine's Day in 2020, millions of cards will be bought.

Countless hugs & kisses will be shared.

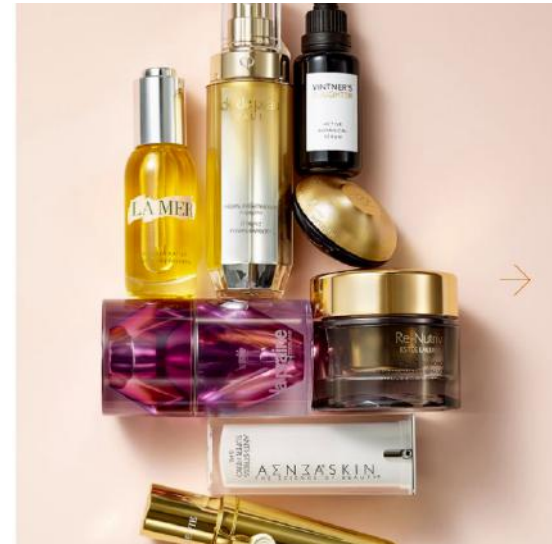
But for millions, it's about finding
the perfect gift for that someone you love.

At Macy's, we have an expansive assortment of gifts
to help them **create and celebrate that perfect moment.**

With our curated collections, in-store expertise & online buying guides,
we're ready to help them zero in on that one gift that says,
"I love you" better than anything else.

These are **the gifts you'll love to give.**

★ STYLING DIRECTION & COLOR PALETTE



#E11A2B
MACY'S RED

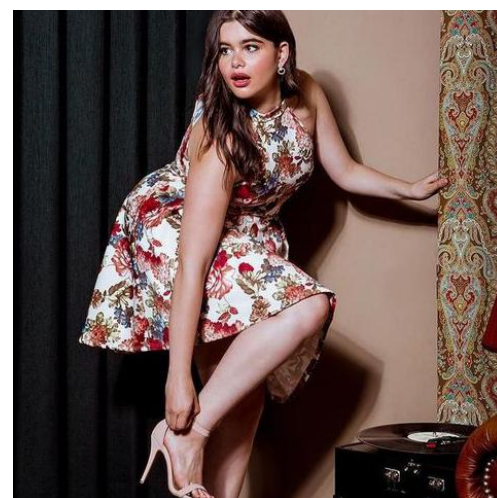


#F55F51



#FFB3D6

★ MOOD BOARD



IDEA:
MACY'S BELIEVES THE PERFECT
GIFT HELPS YOU CREATE THE PERFECT MOMENT



★ So much more goes into giving a gift than just the gift itself. What makes a gift truly special is the care with which it is given, the thought that goes into precisely how and when the gift should be received. Only then is the gift perfect.

THE PERFECT NIGHT (JEWELRY) :15

Open on a couple lying down on some comfortable blankets, in the middle of an empty living room. They are watching a romantic movie on a projector, cuddling up to one another. It's a special loving moment that this couple is sharing. Suddenly, the man starts to make some funny shadow puppets to make the woman laugh.

We see the shadows of different animals and then the shadow of a perfectly shaped heart appears on the screen. The woman turns to see how her husband did it. Dangling in front of the projector is a beautiful heart-shaped pendant, the light bouncing off the diamonds.

The man puts the pendant around her wife's neck. She beams. We go wide to see them wrapped in each other's arms, the woman is holding the necklace, which shines in the projector light.

LOGO: MACY'S
THE GIFTS YOU'LL LOVE TO GIVE

For the packshot, we will highlight several gifting ideas from Macy's, creating a rotating device, where each gift will be showcased consequently.





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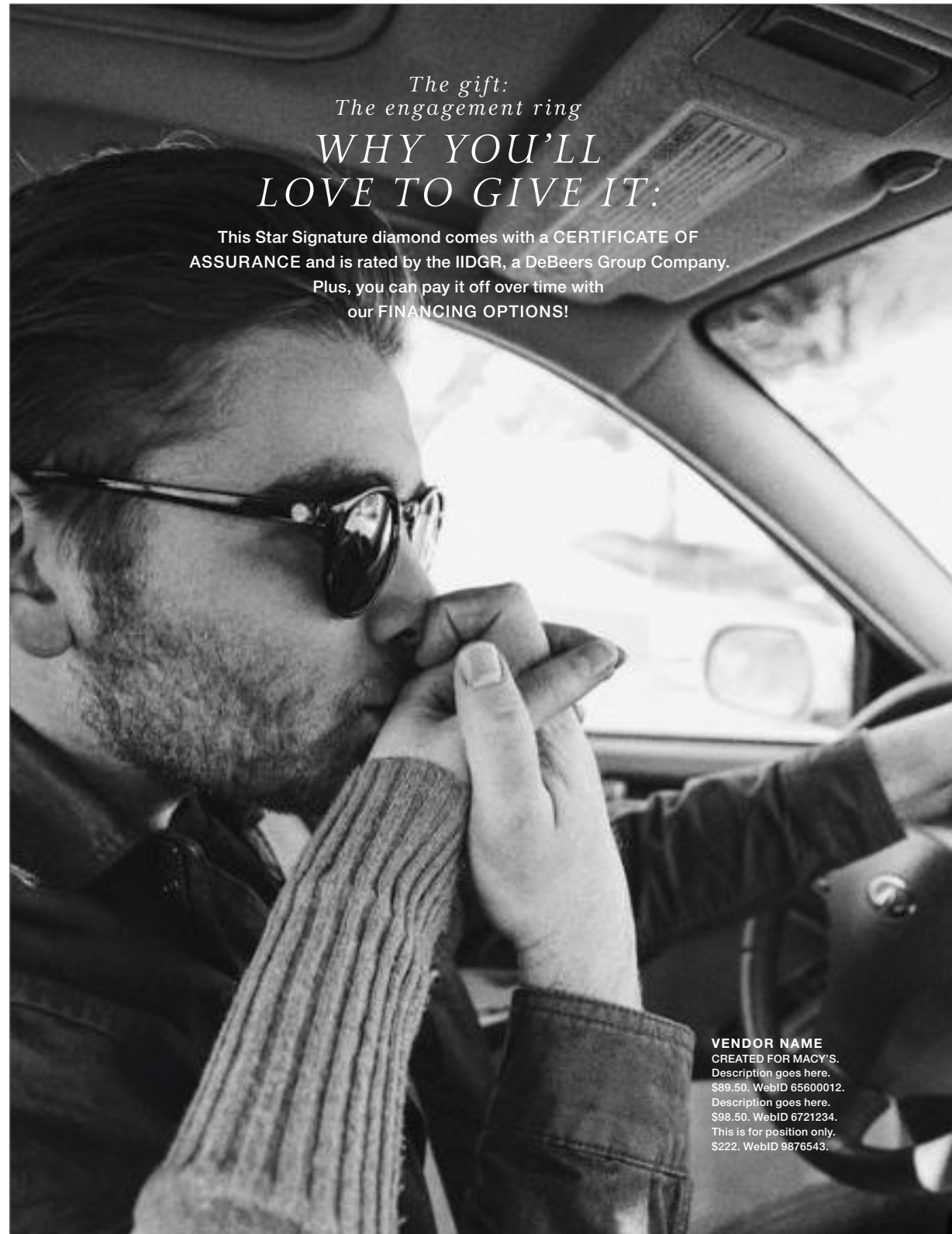


We go wide to see them wrapped in each other's arms, the woman is holding the necklace, which shines in the projector light.



This ledge graphic image will also be translated into GIFs and video for window & digital assets.





*The gift:
The engagement ring*

**WHY YOU'LL
LOVE TO GIVE IT:**

This Star Signature diamond comes with a CERTIFICATE OF ASSURANCE and is rated by the IIDGR, a DeBeers Group Company. Plus, you can pay it off over time with our FINANCING OPTIONS!

VENDOR NAME
CREATED FOR MACY'S.
Description goes here.
\$89.50. WebID 65600012.
Description goes here.
\$98.50. WebID 6721234.
This is for position only.
\$222. WebID 9876543.



VENDOR NAME
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\$222. WebID 9876543.





245 pairs of classic gold hoops.
6 pairs with a touch of sparkle.

**1 PERFECT PAIR
SHE'LL WEAR
AGAIN & AGAIN**

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★macy's

548 bands. 8 cuts of diamonds.
1 RING TO MAKE HER SAY "YES!"
GIFTS YOU'LL LOVE TO GIVE

Cta

GIVE LOVE, GET LOVE
Macy's Star Rewards Members get 5% back in Rewards when buying the perfect gift!

LEARN MORE

★macy's STAR REWARDS

30-55% OFF JEWELRY GIFTS
Give her something she's always wanted...

★macy's

Give them a night in...
VALENTINE'S DAY SALE
20-50% OFF + EXTRA 10-20% OFF WITH CODE
Total savings: 25-40% off
Selected styles. Promo code: LOREM Exclusions

Shop Now

SAVINGS LINEUP
more ways to save

Extra XX% Off
Extra XX% or XX% off select depts. Excludes XXXXXXX. Promo code: XXXXX Exclusions & Details

Limited-Time Specials
Ends X/XX. Shop Now

Star Rewards
Macy's Star Rewards Members get more savings & great perks. Find Out More

Lorem Ipsum Dolor Sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem Ipsum Dolor Sit
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

★macy's

A GIFT YOU'LL LOVE TO GIVE
A MACY'S GIFT CARD IS THEIR TICKET TO A WELL-DESERVED SPA DAY AT HOME

Learn more

FRESH (GIFT) IDEAS
Move over flowers & heart-shaped chocolates.

Shop Now



THE PERFECT GIFTS
UNDER
\$25



THE PERFECT GIFTS
UNDER
\$100



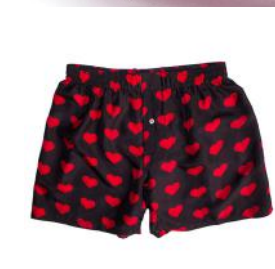
FOUND: THE PERFECT GIFT,

THE PERFECT PRICE

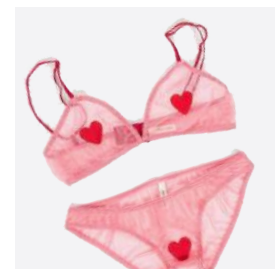
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For more ideas, visit [macys.com/gifts](https://www.macys.com/gifts)

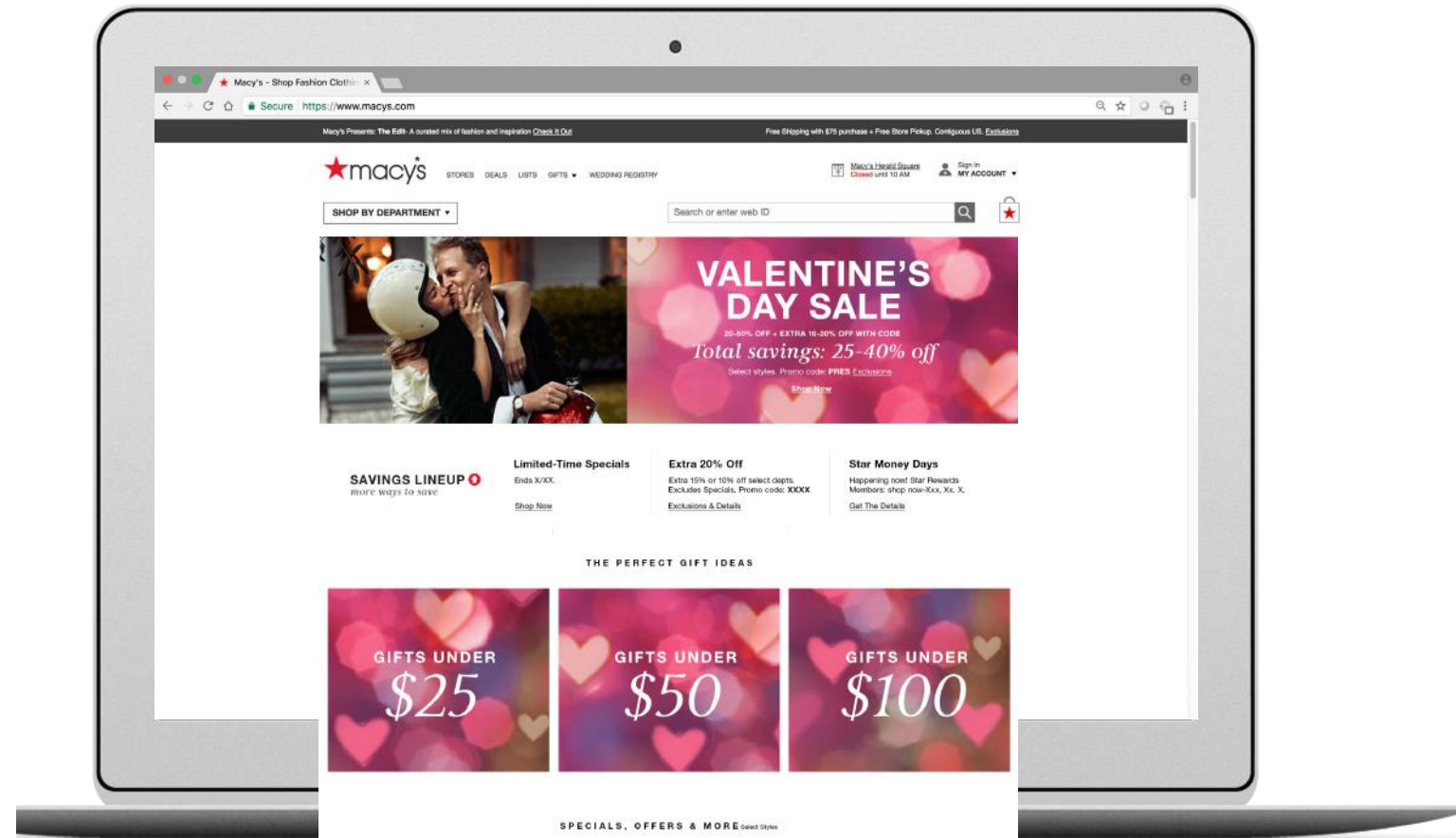


THE PERFECT GIFTS
UNDER
\$50



THE PERFECT
LUXE
GIFTS

Alternative Homepage Layout



SPECIALS, OFFERS & MORE Selected Styles

SPECIALS, OFFERS & MORE Selected Styles

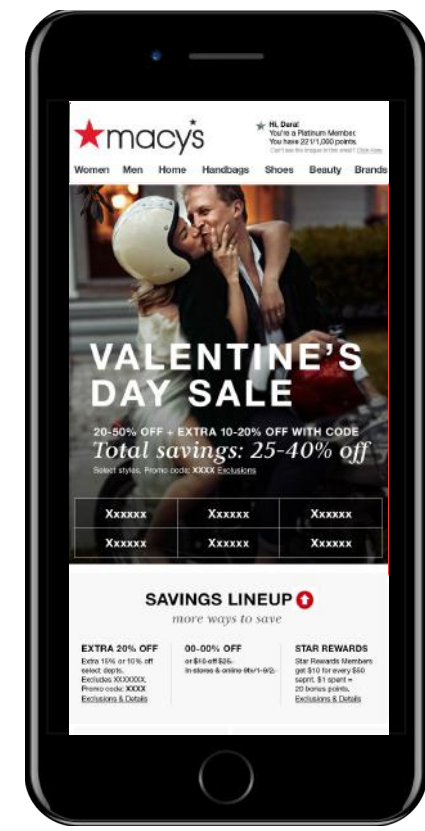
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NEW & NOTeworthy

LOREM IPSUM
LOREM IPSUM LOREM
Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum
Shop Now

LOREM IPSUM
LOREM IPSUM LOREM
Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum Lorem Ipsum
Lorem Ipsum Lorem Ipsum
Shop Now

Email



Urgency

★ macy's

★ HL Deal! You're a Platinum Member. You have 2271,000 points. Get the most from your points. Get the most from your points. [View Details](#)

Women Men Home Handbags Shoes Beauty Brands

ENDS TOMORROW
VALENTINE'S DAY SALE
20-30% OFF + EXTRA 10-20% OFF WITH CODE
Total savings: 25-40% off
Select styles. Promo code: XXXX Exclusions

XXXXXX XXXXXX XXXXXX
XXXXXX XXXXXX XXXXXX

SAVINGS LINEUP +
more ways to save

EXTRA 20% OFF Extra 15% or 10% off select styles. Excludes XXXXXXX. Promo code: XXXX Exclusions & Details	00-00% OFF or \$10 off \$25. In stores & online 09/1-09/10.	STAR REWARDS Star Rewards Members get \$10 for every \$50 spent. \$1 spent = 20 bonus points. Exclusions & Details
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Last Day

★ macy's

★ HL Deal! You're a Platinum Member. You have 2271,000 points. Get the most from your points. Get the most from your points. [View Details](#)

Women Men Home Handbags Shoes Beauty Brands

VALENTINE'S DAY SALE
ENDS TONIGHT!
20-30% off + Extra 10-20 off with code
Total Savings 25-40% off
Select styles. Promo code: XXXX Exclusions

XXXXXX XXXXXX XXXXXX
XXXXXX XXXXXX XXXXXX

SAVINGS LINEUP +
more ways to save

EXTRA 20% OFF Extra 15% or 10% off select styles. Excludes XXXXXXX. Promo code: XXXX Exclusions & Details	00-00% OFF or \$10 off \$25. In stores & online 09/1-09/10.	STAR REWARDS Star Rewards Members get \$10 for every \$50 spent. \$1 spent = 20 bonus points. Exclusions & Details
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Wed, X/XX-Mon, X/XX

VALENTINE'S DAY SALE

Save a total of 00-00% storewide with coupon!

Exclusions apply. For coupon details, see inside front cover.

XX% OFF
LOREM IPSOM
SEE PAGE 4.

SAVINGS LINEUP ↑
more ways to save

00-00% off
Starting on page 18.

Extra 00% off
Extra 15% or 10% off select depts. Excludes Specials. Other exclusions apply; see [macy.com/columbus](#) & inside front cover.

Star Rewards
10/9-10/14. See inside front cover.

SALE
SXX
LOREM IPSOM
SEE PAGE 5.

GIFTS YOU'LL LOVE TO GIVE... AT A PRICE YOU'LL LOVE, TOO

This feeling when you've found the perfect present? It's real! Your wallet will give you a big hug, too.

Gifts Under \$25

Gifts Under \$50

Gifts Under \$100

SUPER BUY GIFTS

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

00% OFF

FOR VDAY... OR ME DAY

40-50% off contemporary styles. 3 events that require wearing something red. 1 look that's totally yours.

GET 2ND 20% OFF

GET 2ND 30% OFF

GET 2ND 50% OFF

