

Mum's The Word - new research for Mother's Day

Friday 12 March, 2021

Being a mum is a complicated business. Under-appreciated and overworked - it's a full-on, full-time job. And for every joyful, proud, loved-up moment there is plenty of frustration, anxiety and worry to balance the books.

So with Mother's Day just around the corner, advertising agency - isobel - who recently launched a tongue-in-cheek 'Make up for everything' Mother's Day campaign for tea brand T2, polled mums and their kids to find out the things they have done that have caused them the most grief!

Almost half of the kids surveyed (46%) stated that 'breaking something special' was the No.1 reason for causing their mum grief followed by 'sneaking out at night' (37%) and 'crashing the car' (29%) - completing the top three.

Unsurprisingly, when mums were asked the same question, the answers were somewhat different. 59% of those surveyed said that 'drawing on walls' was the activity that caused them most grief closely followed by 'breaking something special' (50%) and 'flushing something down the toilet' (27%).

On a happier, more convivial note the survey also asked mums to name their best-ever Mother's Day gifts with 48% simply saying 'time together'. For many mums, getting the opportunity to hang out with their kids is a gift in itself - an especially poignant observation, as this year many of us continue to be separated from our parents. Other appreciated gifts include 'something handmade' (30%) with perennial winner 'breakfast in bed' polling 21% of the votes.

And the worst Mother's Day gifts? Well for half of mums (48%) it was 'no gift at all!' Followed by 'a card - no gift!' (29%) and 'chocolates' (14%). And whilst some would have us believe it's 'about the giving, not the gift' - try telling that to the 9% of mums who received wrinkle cream for Mother's Day!

This year why not treat mum to something she will actually enjoy and 'make up for everything' with the gift of T2.

The T2 campaign, designed to encourage kids to up their 'gift game' this Mother's Day features real life photographs sourced through social media channels to show a number of ways that people have really put their mum through it. The images range from kids drawing on the walls, to teens sneaking out of the house and ruining school photos with outrageous hair styles.

The campaign will run on digital display and paid social, as well as all owned channels online and in store.

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