

Ackermans celebrates super moms - our everyday South African heroes

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Conducting consumer research is nothing new in the retail industry; it's common practice to understand what consumers respond to and why customers behave in a certain way. However, generic insights no longer suffice in the current competitive retail environment, as consumers now represent a multi-faceted pool of Baby Boomers, Gen Xers and Gen Yers.

This is according to Tanya Ruiters, Marketing Specialist at leading value retailer Ackermans, who goes on to say that in-depth research offers a far deeper understanding of the consumer, which allows for a more personalised approach as to how the brand connects to the consumer.

“Through our own research we discovered that our customer plays many roles – caregiver, teacher, employee, breadwinner – but for her, the most important role of all is being a mom. She makes daily sacrifices for her kids and is an everyday hero to her family,” Ruiters expands.

It is with the understanding of the many roles and responsibilities of their customers that led the retailer to introduce initiatives that add real value to their lives, such as the Celebrate Mom Competition.

The competition aimed to make moms feel special in a way that's meaningful to them. Customers were asked to send messages of love and recognition of their moms/mother figures, with each message serving as an entry into the makeover competition.

The Celebrate Mom Makeover Bus travelled across nine provinces to select the lucky 27 moms (three per province) for the pampering session. The makeovers were revealed to the public, who then voted for the 'best makeover'.

Mavis Mudau from Thohoyandou, Limpopo won the 'best makeover', landing herself a professional photoshoot and a cover feature in the Ackermans magazine.

“This experience has been nothing short of amazing. As moms it's so easy to forget ourselves and just focus on providing the best life for our children, but it is important to look after ourselves too. This competition has really helped me feel more beautiful,” Mudau says.

Ruiters concludes, “This competition was all about making moms feel special and to let them know that they're not only doing enough, but going above and beyond. We wanted to spoil and pamper them to show appreciation for all that they do.”

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