We hear that Father’s Day may even be catching up to Mother’s Day in terms of spending. How come? And who is the average father anyway? Sean Martin reports.

It’s edging closer to Father’s Day once again. Come the 2nd of September, it’s time for us all to praise our dads on what a magnificent job they have done raising us – or at least chuck them a card and a pair of socks and say “cheers mate”.

Father’s Day can be one of the more difficult gift giving events on the calendar. What is the perfect gift for the man who seems to have everything?

Socks? Maybe. A bottle of whiskey? Probably. An evening alone to just let him have some well-deserved peace and quiet? Priceless. Unfortunately, if every customer were to give their fathers the gift of silence, that wouldn’t be beneficial to the retailers aligning their activities with a supplier’s own activity, rather than reinvent the wheel and doing something different. If a supplier is putting effort into a particular promotion, then it makes sense for the retailer to piggyback on that.

In terms of selling specific products, Carr advises that allowing the consumer to touch and feel the product will not only increase sales, but argues that they will also see a spike in the average price.

But should you be content with “average”? Steven Meek, Director of Key Service, distributor of Oral-B and Braun, agrees that commercial events offer a perfect platform to push premium products and add some extra dollars to the margins. Asked what does well around Father’s Day, Meek says “There is definitely a spike in male hair removal around Father’s Day, but Oral-B seems to jump up whenever there is a promotional period.”

How else to make the most of Father’s Day? A designated area set aside for selling and displaying products seems to be the key to creating areas in-store with gift ideas and gift ideas in the catalogues along with price points.

Battle of the sexes – mothers versus fathers

It may be a tired cliché, but there is definitely competition between the sexes. It would take a brave person to admit it, but there’s even an aspect of competitiveness when it comes to who has the most money spent on them on gifts at Mother’s Day, Father’s Day, birthdays, etc.

It’s no secret that more is spent on Mother’s Day than on Father’s Day, but the general opinion is that the Father’s Day market is picking up – and it may not be long until we’re on level playing fields, or to put it in simpler terms, when we force our kids to love us equally.

It’s not as easy as it once was to predict consumer trends, but let me try anyway. For Mother’s Day in 2011, the total New Zealand market for Small Domestic Appliances was $22.2 million, but in 2012 that rose to almost $26 million (according to statistics from GfK), while the average price dropped by 1%. This may follow suit for Father’s Day 2012, meaning that people are buying more items but of less value.

Equally, comparing Mother’s Day to last year’s Father’s Day, we notice that almost $10 million less was spent on dads in 2011 at only $16.5 million. That was a slight increase from 2010 when $16.4 million was spent on fathers. That’s just a 1% increase, but the average consumer did spend on average 6% more on the gift.

From the point of view of DeLonghi, Reece Ford, adds to this with “Father’s Day is a key promotional period for retailers and one of the best ways for them to make the most of it is to create areas in-store with gift ideas and gift ideas in the catalogues along with price points.”

Technology for dad? keep taking those tablets...

A Pricegrabber survey in the US says that tablets are the first choice gift for the tech inclined father this Father’s Day.

Of the 4,450 people surveyed online between 10 and 23 April this year, 48% of American consumers who are planning to buy their dads a CE device for Father’s Day said that they will be buying a tablet.

23% of those surveyed said that they would buy their fathers a smartphone, 20% a computer, 13% a camera and 12% will treat their father’s to a new television (well they are cheap enough right now...).

70% of the participants said that they will spend the same amount of money on Father’s Day as they did on Mother’s Day earlier this year, with 57% looking to spend under US$100.

59% of those looking to buy online said that free shipping was the biggest enticement, followed by 48% of them who were looking for price cuts.

www.pricegrabber.com
father’s day

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FATHER’S DAY PROMOTIONS; WHO’S DOING WHAT?

Dyson’s vacuum bonus – Until Father’s Day, Dyson is offering a bonus gift with all DC30, DC34 and DC34 Animal handheld machines sold. A handheld docking station, designed to hang on the garage, workshop or an interior wall, can charge a DC34 or DC34 Animal handheld, as well as store their attachments when not in use. The docking station is worth $49. Each handheld feature Dyson’s no loss of suction technology, is lightweight, powerful and convenient to use.

www.dyson.co.nz

DeLonghi gives it the beans – DeLonghi is offering 12 months’ worth of free beans or 6 months’ worth of free DeLonghi coffee beans when a consumer buys a selected model (models ESAM6900, ESAM6700, ESAM6600 or ECAM23450S, ECAM23210B, ESAM03110S or ECAM22110SB for six months). DeLonghi is running this promotion so that once the consumer gets used to drinking a certain coffee and a certain bean, should they like the taste, then they will go back to the retailer to purchase it. www.delonghi.co.nz

Kenwood cash back – DeLonghi as the distributor of Kenwood is offering $150 or $100 cash back depending on the Kenwood mixer purchased. Reece Ford says that with so many cooking shows going on, there is a big presence of men in the kitchen, “so we felt that it was an obvious time to promote such things.”

www.kenwood.co.nz

Nespresso promotion – Nespresso is offering cash back on selected coffee machines, including $50 on its new U coffee machine (see page 61 for more information on the U). Nespresso selected coffee machines, including $50 on its new U coffee machine.

www.nespresso.com/anz/promotions.html

Philips Roadshow on now – Breville is embarking on the Philips Roadshow. The Philips Jeep with transportable Grooming Room (see News). The Philips Jeep with transportable Grooming Room will travel for 34 days throughout New Zealand, starting in August (see News). Cliff Carr, National Sales Manager for Breville, says: “It came about after Big Boys Toys last year. The lesson was, if we spent a little bit of time showing the consumer why they should spend a little bit more and why they should buy a premium shaver, and then they almost certainly would do so.” Breville is also running a Philips promotion for purchasers of SensoTouch 3D Men’s Shaver of a free Philips Blu-ray Player, valued at $149.95. Carr says that this is to encourage people to buy up.

www.philips.co.nz

been picking up over the last few years and that’s because of the growth in the coffee market and increased desire from consumers.”

Sony’s Dean Allen finds that headphones and speaker docks are the hot items at this time of year. Allen continues: “We often find that dad’s use this time to purchase a product for themselves as a treat!” This may be a regular trend amongst fathers.

For more insight on what fathers are spending their own money on, see page 30.

The dangers of simply overdoing it?

If we look at retailing from a consumer’s perspective, is there a sense that all of these commercial events are just a bit too much? In these straightened times, is stumping up for Mother’s Day, Father’s Day, Valentine’s Day, Queen’s Birthday, and to some extent, even Christmas overdoing it?

Noise coming from the suppliers is (predictably) that they don’t see the consumer suffering from overkill around commercial events. Reece Ford asks: “Do people get sick of being seduced?” He argues Kiwis are always looking for an excuse to go shopping, or simply just wander around the shopping mall on a rainy weekend.

Cliff Carr also denies the promotional activities around Father’s Day put the channel in danger of a backlash like eco products and greenwashing: “I don’t think there is a direct link in the consumer’s mind behind our activity and the gift giving periods. Our experience shows that it’s certainly a good excuse for everyone to get in and make some noise.”

It has been a tough few years, not only for the consumer but for the retailer also. Everyone has been scrimping and saving, so maybe it’s time for us to treat ourselves, and treat our dads, come Father’s Day?

DADS LIKE THEIR TECHNOLOGY

DR MORTEN BOYER, GM of GfK Media & Market Insights, uses GfK’s ConsumerScope service, which monitors the Path to Purchase of technology products, to help us offer some likely consumer trends for males over the age of 30, who live in a household with children under the age of 18.

• Fathers spend more on their mobiles and panel TVs and on average own more CE products compared to other technology purchasers.

• They are more engaged with online as part of their path to purchase – i.e. in-store information sources are less influential because the first information source used is more likely to be an online source (carrier website, user generated content).

• Fathers’ consideration of purchasing online is higher, and they are more likely to be influenced by manufacturers’ websites or professional review websites.

• However, they are less likely to access social networking sites or download such apps for their mobiles.

• Fathers are more likely to purchase a smart or a 3D TV, and will probably shop based on a TV brand or specs and features, with larger TVs being the preferred choice.

• They will have more devices connected to their TV and their Wi-Fi network at home and consumption of video entertainment content is higher.

www.gfkrt.com/anz/markets_services/mmi
Purchase any Philips SensoTouch 3D Men’s Shaver and receive a free Philips Blu-Ray/DVD Player

Bonus Blu-Ray/DVD Player

Valid from 1st August until 14th September 2012, while stocks last.

By redemption – complete a redemption form and post to Philips along with proof of purchase. Each valid claim will be awarded a Blu-Ray Player.

Redemption forms must be received by COB 28th September 2012.
Meet Adam. Adam is representative of the average New Zealand father. One of 473,000, according to Roy Morgan Research. As the father of the family, he is probably the most difficult person to buy for. He may often play the martyr and not ask for anything expensive or flashy, but he may also want something specific. Allow me to give you a better understanding of what Adam really really wants for Father’s day.

Adam like his gadgets and his home – In an average four week period, there is a 29% chance that Adam (man, 14+, with kid/kids) has bought entertainment and leisure products online, according to Roy Morgan Research stats on fathers’ purchasing in the last four weeks. This category is a runaway success in terms of what Adam is buying on the web, seeing the second most likely product that Adam has bought is an electronic product, with there being a 16% chance he has purchased something in this category online in the past four weeks.

There is a 23.5% chance that Adam has physically been to, and purchased from, a furniture, appliance or computer store in the last month, making him 25% more likely than the rest of the Kiwi population to have done so. Adam is also almost 57% likely to have purchased from a hardware store in the last month.

What this data suggests to us is that Adam likes his electronics and is very keen on entertainment, as he probably just wants to escape from the family from time to time. Fair enough.

What it also tells us is that, having probably been to a hardware store in the last month, Adam is likely to want to keep his home up to standard. This is backed up by the fact that 12% of the fathers surveyed have spent $5,000 or more on renovating their home in the last three months.

Interestingly, or not, there is only a little over 1% chance that Adam has bought socks online in the last month. Are fathers short of socks? Could the dreaded gift be top of the agenda this year? Let’s hope not.

How does Adam spend his time? – There is a 35% chance that Adam has read a book of some kind in the last three months. Combining this information with the fact that one in four fathers have been to an appliance store tells us that e-book readers may be big for consumers buying gifts for fathers this year – assuming that they know what their dad likes and a bit of gentle encouragement on the retailer’s behalf.

If he is the dad-on-the-go (or an on-the-go wannabe), then, chances are, he will like his coffee. 49.9% of fathers have been to a cafe for tea or coffee in the last three months. Although coffee makers can initially be expensive, in the long run, a reliable and decent coffee machine can save money and time as dad tries to get his caffeine kick in the morning.

A coffee machine will also come in handy for entertaining – it’s a 29% chance that Adam has held a dinner party in the last few months.

Is Adam a gaming enthusiast? Well, according to the statistics, there is a 45% chance that he has played a computer game at home in the last three months. And there is a 47% chance that he has rented a DVD.

Maybe Adam wants some sort of home entertainment gift this Father’s Day? Nothing says “I love you, dad” like leaving him alone for an evening and letting him watch what DVDs or television he wants, and play the games that he wants.

Staying with home entertainment, there is an 87% chance that Adam has used a computer at home in the last three months. Maybe it’s time for an upgrade?

Stats courtesy Roy Morgan Research (www.roymorgan.com).
U embodies a new generation of Nespresso machines.

So simple to use, U will fit everywhere and anywhere with its adjustable water tank and magnetic movable tray. U memorises your preferred coffee cup size, without the need for programming. Combined with an easy soft touch interface, sophisticated design lines and modern colours, U is the perfect alliance of purity and elegance.

The new U knows you and lives like you. Available in two colours – Pure Black and Pure Orange, bundled with a standalone Aeroccino3 milk frothing device. RRP $399.

The range will be launched in the lead up to Father’s Day and Nespresso are offering a cash-back via redemption, across the range of Nespresso-DéLonghi coffee machines. The national campaign will run between 6 August 2012 and 9 September 2012 and will be supported by a media campaign including TV, print and digital advertising, POS material and increased in-store demonstrations in selected stores.

For further information please contact your Nespresso Sales Promoter on 021 242 1284 or 027 7036 678.

www.nespresso.com
FOR THE SPORTING CAMERAMAN FATHER

The Kaiser Baas Sports Camera mounts securely to your bicycle handlebars or helmet and allows you to record HD video up to 1280x720 resolution. With a 120° view angle, it also includes a built-in infrared LED for low light capture. It is also water resistant for up to 20 metres and has the ability to shoot video as well as take photos underwater. Support for motion detection recording, the Sports Camera includes a built-in rechargeable Li-ion battery which provides up to 3 hours capture time. Other features include the ability to record captured footage directly to a Micro-SD card of up to 32GB (not included) and a TV-out function for easy playback and consists of a built-in microphone enabling you to narrate your footage.

www.kaiserbaas.com

FOR THE SIMPLE-CHIEF FATHER

Russell Hobbs’ Electric Salt Mill and Electric Pepper Mill feature a rechargeable base, viewing window and a light that illuminates while you grind.

If dad enjoys a night indoors watching sport with his mates, there’s a good chance he’ll relish having some snacks on the ready. The Russell Hobbs Toaster Oven is perfect for warming up delicious pies or sausage rolls.

The Russell Hobbs Blender is for dad’s that like to keep themselves fit and healthy. Fruit and yoghurt smoothies or protein shakes can be whipped up in minutes before hitting the gym or heading to training. It features two speeds plus a pulse setting, stainless steel ice-crushing blades and a convenient lid that doubles as a measuring cap.

Finally, the Russell Hobbs Multi Hand Blender, Mixer & Processor, can be used to blend, crush, mix, puree, whisk, grate and slice. It also comes with a handy 800mL beaker and lid to store creations without fuss.

www.russellhobbs.com.au

FOR THE GOLFING FATHER

GolfBuddy, developer of golf distance measuring device (DMD) solutions, has a new model; the GolfBuddy Voice, the talking golf GPS. Voice is the first of its kind featuring audio capabilities offering an enhanced golfing experience.

Furthermore, GolfBuddy’s Auto Course & Hole Recognition technology and 24-channel GPS receiver, means Voice offers superior precision because it always knows where it is; automatically locating your position on the course and hole you are playing.

Another drawcard of the Voice is that it complies with the rules of golf’s governing bodies, The R&A and the United States Golf Association (USGA).

As with all of GolfBuddy’s GPS Rangefinders, the Voice is 100% fee-free with no annual subscriptions or course download charges to pay after initial purchase. It comes preloaded with over 35,000 worldwide courses, features a 40,000-course memory capacity and can be easily updated by connecting to a PC via a micro USB port for synching when new courses are added to GolfBuddy’s global database or when course maps are updated.

www.link2golf.co.nz

www.link2golf.co.nz
Proudly introducing

PrimaDonna Exclusive

OUR MOST ADVANCED ITALIAN YET EVEN HAS A SWEET TOOTH.

Modern design, versatility and elegance, De’Longhi’s PrimaDonna Exclusive has cutting edge technology at its core which is capable of satisfying any hot drink desire even the most demanding. Equipped with an intuitive full colour touchscreen you can make your favourite cappuccino, flat white, latte and now delicious hot chocolate at the touch of a button.

PRIMA DONNA EXCLUSIVE - NO COMPROMISES.

With multiple profiles settings, the whole family can choose and individually programme their favourite hot drinks.

UP TO

12 MONTHS FREE BEANS

BY REDEMPTION, ON SELECTED DE’LONGHI FULLY AUTOMATIC COFFEE MACHINES. FROM 1ST AUGUST TO 16TH SEPTEMBER 2012. TERMS AND CONDITIONS APPLY.

For more information
contact your local representative or visit delonghi.co.nz
FATHER’S DAY

FOR THE GRILLING FATHER

The George Foreman Digital Timer Jumbo Grill in Stainless Steel is the latest in this famous range of grills. Ideal for no-fuss fathers, the Jumbo Grill takes the hassle out of cooking and can cook up to eight serves at once. With its easy-to-use, digital 20 minute countdown timer and pre heat function, dad will end up cooking like a king.

For dads that hate to cook but love to barbeque, the George Foreman Grill and Griddle is the perfect present. A great alternative to a conventional barbeque, it combines the signature George Foreman sloped plate with the choice of a flat and/or ridged surface. The dual grill and griddle option provides a true multi-use cooking tool that allows dad to whip up a quick meal.

www.georgeforeman.com.au

FOR THE WELL-GROOMED FATHER

Introducing the Braun Series 7 premium shaver. Series 7 automatically reads your dad’s face and adjusts the power of its 10,000 micro vibrations to the density of his beard. The shaver has three different shaving modes: Extra sensitive, Normal and Intensive modes for the different facial zones. Series 7 also includes the patented ActiveLift middle trimmer with 130 movements per second which actively lifts and cuts flat-lying hair. Other features of the Series 7 include a 5-minute quick charge Lithium battery management system.

www.keyserviceltd.co.nz

FOR THE TRIATHLON FATHER

From Garmin is the Forerunner 910XT. A wrist watch that accurately reports distance, speed, elevation and heart rate for running and cycling, with the added benefit of providing swimming metrics such as stroke count, stroke rate and stroke identification. 50 metre water resistance makes the 910XT suitable for open water and pool swimming, as well as water sports. The Virtual Racer feature allows users to race themselves over their previous bests or against other users’ times.

www.garmin.co.nz

FOR THE CAFFEINE KICK FATHER

New from DeLonghi is the PrimaDonna Exclusive coffee maker. Equipped with an intuitive, easy to use full colour screen it can make all your favourite hot drinks at the touch of a button thanks to the six separate metal touch pads for individually tailored drinks.

With multiple profile settings, the whole family can choose and have their own drinks programmed. An electronic control system automatically checks quantity, temperature, pressure and water, making it possible to achieve the best flavours with either coffee beans or ground coffee. And the movable brewing unit produces smooth and creamy coffees, at the perfect temperature. In addition, the machine gives you the choice of 13 different settings for grinding coffee beans, to fine tune your coffee.

Other features of the PrimaDonna Exclusive include a heating pad atop the machine to keep cups warm, the ability to create hot chocolate simply by adding milk and powdered chocolate and an energy saving mode which can be programmed to turn itself off after a registered amount of time.

Speaking at the launch for the PrimaDonna Exclusive, DeLonghi’s Reece Ford described the benefit of having an automatic coffee machine: “The beautiful thing about the PrimaDonna Exclusive is that you can programme it. If you get up at 6am, this machine will come on at 6:15, if you told it to, and it will rinse, check itself, and be ready.”

www.delonghi.co.nz

MORE AT www.wares.co.nz