

PRESS RELEASE

Douglas declares Mother's Day 2020 to be the Day of Heroes!

- With the Mother's Day campaign, Douglas celebrates the everyday heroes of the corona crisis and those individuals who have been our heroes every single day of our lives - our mothers
- Tina Müller, Douglas Group CEO: "In this video, we express our respect to mothers and the everyday heroes of the corona crisis and encourage people to say 'thank you' to them!"
- Douglas is also supporting the worldwide corona emergency aid of "Aktion Deutschland Hilft", Germany's relief coalition

Düsseldorf, 04 May 2020. Mother's Day is being celebrated this year during an unusual time. Many women and mothers are outdoing themselves during the ongoing crisis and have become the heroes of our everyday lives: in their roles as nurses, cashiers, parcel carriers, bus drivers, physicians or family managers who are now running their very own home schools. They are doing all of these things and much more without the help of their normal support systems. To celebrate Mother's Day 2020, Douglas has prepared an emotional [video](#) that is designed to say 'thank you' to these women. These individuals are actually much more than heroes just during the corona crisis. They have really been our heroes for our entire lives - because they are our mothers.

"There are many reasons to say 'thank you' this year in particular," says Tina Müller, Douglas Group CEO. "In this video, we express our respect to mothers and the everyday heroes of the corona crisis. We celebrate them in an emotional video that shares some touching moments in the lives that these heroes are leading right now."

The video developed by Douglas and the Hamburg agency Jung von Matt shows how, even during today's difficult times, mothers can be thanked and Mother's Day can be celebrated in a creative and relevant way without losing sight of the current situation.

"This video celebrates our heroes," adds Dörte Spengler-Ahrens, Executive Creative Director & Partner at Jung von Matt. "The heroes who overcome every crisis with us. The heroes who take more care of us than of themselves. The heroes who help us, no matter how hard things get right now. We are talking about the very people who have always been

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our heroes: our mothers. It's really important to say 'thank you' to all of them during this time of heroes."

The digital campaign with online video, Facebook, Instagram and YouTube campaign will be launched on 03 May 2020 in Germany and in the international Douglas markets. It will run until Mother's Day in each country.

Every person who views the video and downloads the Douglas app will also help Douglas to financially support the worldwide corona emergency aid of "Aktion Deutschland Hilft" with up to €100,000. The mechanism is quite simple: for every download, Douglas will donate €1 for corona emergency aid measures up to a maximum of €100,000.

CAMPAIGN CREDENTIALS:

Agency: Jung von Matt; Creative direction: Dörte Spengler-Ahrens, Clara Brandt, Stefan Golde; Consulting: Julia Mecklenburg, Eva Backes; Creation: Nicolas Berg; Producer: Ralph Teichmann; Film production: Tempomedia; Director: Sergej Moya

Douglas: Chief Marketing Officer: Susanne Cornelius, Senior International Brand Director: Lena Krömer.

ABOUT DOUGLAS:

Douglas is one of the leading multichannel premium beauty retailers in Europe with about 2,400 stores and a unique e-commerce platform that is currently being expanded into a curated beauty marketplace. The #FORWARDBEAUTY strategy defines the path into the future of omnichannel retailing. Already today Douglas is the number one beauty retailer in 26 countries, offering its customers an attractive portfolio of around 55,000 high-quality products from over 750 brands in the fields of perfumery, decorative cosmetics and skin care, as well as nutritional supplements and accessories. Douglas generated sales of 3.5 billion euros in fiscal year 2018/2019. Around 20,000 beauty experts encourage and inspire Douglas customers every day to live their own kind of beauty.

#doitforyou

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