

# Creative Bube Tube launches Mother's Day Advertising Campaign for Cashmere Boutique

April 26, 2013



Cashmere Boutique

Carlsbad, CA ([RPRN](#)) 04/26/13 — Mothers are a part of our lives, right from our beginnings as babies all the way into adulthood. They're there when no one else is, for us to lean on, to bring us warmth and take care of us, and to listen to us when we're in our time of need. To celebrate this relationship, Mother's Day is that

one time of the year that reminds us that we should take special effort to show our appreciation for all that our mothers do and tell them how much our unique relationship over the years has meant to us.

In commemoration of this special time, [Cashmere Boutique](#) partnered with [Creative Bube Tube](#) to create [a television campaign](#), pay homage to this relationship and connect with their target demographic. After 14 years in business earning the trust of over 100,000 customers around the world, Cashmere Boutique knew that Mother's Day would be an optimal time to reach out and drive sales. After all - what better way for someone to show appreciation of a Mother's love than with the luxuriously warm gift of cashmere?

As an [online clothing provider](#), Cashmere Boutique gives customers the advantage of [purchasing high quality cashmere merchandise at](#)

manufacturer's prices; and because of this online business model, generating website traffic is vital to securing sales orders and growing the business. Having worked with Creative Bube Tube before in the winter of 2012, Cashmere Boutique had learned the value of television advertising, both to build trust for online ordering, and also to generate website visits and demand during those important seasons where gifts are purchased and exchanged.

“After engaging Creative Bube Tube last Christmas, Cashmere Boutique knows that television is the fastest way to reach out to a large audience and generate astounding results!” states Jenny Munford, agency founder and CEO. “This type of advertising can be perfect for generating that extra push of momentum during a company’s high season.” The previous Christmas season campaign created by Creative Bube Tube had been achieved on a modest production budget, and generated a high volume of website traffic and online sales orders. As a result, they were both confident and excited to launch a second campaign in the US to drive sales for the Mother’s Day spring holiday.

With representation from east to west in both the United States and Canada, Creative Bube Tube is a [television and social media agency](#) serving medium to large clients from across the globe in sports, pharmaceutical, health & lifestyle, food and beverage, automotive and many other industries. From creative ideation to results, Creative Bube Tube has produced over 400 television campaigns since opening in 2006. To learn more about the power of TV advertising and how Creative Bube Tube can help your business grow, email [jenny@creativebubetube.com](mailto:jenny@creativebubetube.com) or call 1-855-282-3882 today.

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