



June 2017

## **MOBO** Pro Marketing

Father's Day is June 18

National Aboriginal Day is June 21



### Marketing to the Modern Man

MOBO decided to make June, "All about Him" – with a clear focus of our marketing efforts geared towards men. Who is the "average" man today? What motivates him? What are his fears and joys? What does he strive for?

Well, despite some changes in what the average man looks like nowadays in so far as clothing & grooming is concerned, i.e. full beards and man buns, the "unspoken" desires for men are very much the same as they have always been; love of family, long term security for those he loves and legacy goals.

Good news for those that market to men, right? While the motivators may be constant the medium has definitely changed. Here are some interesting stats from Microsoft to consider:

- 50% of young dad's (25 – 40) are influenced by digital ads & banners
- 68% of male smartphone owners are likely to make purchases thanks to mobile ads
- 44% of men (25- 40) are influenced by major search engines
- 44% of men told their friends about positive experiences they had online concerning products or brands
- 54% of men use social networks when researching products
- 41% of dads say they use four or more sources of information to help make purchasing decisions, and
- 43% of affluent men think of shopping as a relaxing, enjoyable activity!

The best way to communicate your product and/or service is to tell them how it can help them be better at who they are. That is a critical, core difference from marketing campaigns of days gone by where brands used stereotypes as icons for men to emulate, i.e. the Marlboro Man or the Old Spice Sailor.

Authenticity is key ... speak only on what you are truly expert at and you will earn their trust and loyalty. The more you complicate an idea or concept, the less authentic it appears to men. If you can consistently provide solutions to issues that men face each and every day, and articulate that clearly, you will have a winning strategy!

*For nearly 30 years MOBO Promotional Solutions has acted as a trusted advisor to our clients by helping them stand out from their competition. For expert advice on how you can get the best ROI for every marketing dollar, call us at 306.249.4318*



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