



30 Years of Excellence

September 3 is Labour Day



Ethically Marketing to Children

It is not hard to grasp the fact that Back to School spending is indeed second only to Christmas spending for the average Canadian household. As such, we are all inundated at this time of year with special offers on school supplies and clothing for kids. Is it truly the “Most Wonderful Time of Year?” Hard to say but that was, and is still, a brilliant campaign because it makes some of us adults smile. It is also a great example of how to bypass directly marketing to children while making a huge impact with your messaging.

Here at MOBO we don’t market to children but we know that some of you do. Here are three great tips to keep in mind when doing so, according to **Entrepreneur’s Guest Writer Mike Templemen**:

“Communicate with Parents - Make sure it’s easy for parents to see safety features and find out what the kids have been up to. Transparency is key.

“Encourage kids to advocate the brand – Let the kids back up your brand. Kids make a super-loyal customer base. Give them opportunities to create user-generated content. From fan-

hosted blogs, which they can create, to art and essay submissions, kids want to express themselves. Use that.

Produce original content – *Keeping kids involved can be married with original content via YouTube. Parents are valuing STEM fields more and more, so find a way to incorporate science, technology, engineering and math into your platform where appropriate, whether through digital downloads of e-books or in-game education videos.*

Today's kids are smart, and it is imperative that brands that choose to market directly to kids also accept the responsibility to help their young customers recognize and properly process media messages they encounter."

While children are not a large demographic for us, they are for our clientele and that is why we work with apparel vendors that offer a wide variety of youth clothing.

If you need to order a supply of custom Youth T-Shirts or Jerseys for any teams that your company sponsors or that your own children are involved in, please give us a call. We would be happy to help you outfit these young customers! We can match any team colors, guaranteed!

- Team ***MOBO***