



May 2017

MOBO Pro Marketing

Victoria Day is Monday, May 22nd



The Power of Consistency

Well, the countdown is on for all Canadians. No, we are not counting down until Christmas but rather the weekend that makes our hearts beat a little faster. The weekend that is synonymous with good times, fun, gardening and most importantly, being outdoors...May long weekend!

This year, May long weekend is going to herald the start of an incredible summer of celebrations as Canada is turning 150 years young. What a marketer's dream! There are so many iconic images to draw upon that say "Canada" when planning or promoting this occasion. The mighty beaver, a lone red canoe on a lake, the maple leaf on a red & white flag and of course, anything to do with our favorite national game of hockey.

When I think of how companies search and agonize over finding the perfect image to solidify their brand awareness with, I immediately think of The Hudson Bay Company – North America's oldest company (est. 1670) and their Point Blanket. The word pointer comes from the French "empointer" which means to make threaded stitches on cloth. We love being custom embroiderers so that resonates with us here at MOBO.

While the blanket, as we now know it, did not appear at HBC until 1780, I would hazard a guess that it may be the oldest commercial icon in Canada. Bank of Montreal's crest may be a close second even though it is older.

The Hudson Bay Company has gone through more changes in their identity than any other retailer simply because of their longevity. Just in my lifetime alone I have seen their logo change from a Hudson Bay Company crest, to simply "The Bay" with the iconic yellow "B" to HBC in the Point blanket colors and now back again to the crest. The blanket, however, has not changed. It is still the indigo, yellow, red and green stripe. Granted, you can now find those colors on a myriad of goods, but they all instill the same feelings in the consumer: tradition, quality, trust, comfort, home, class and pride. Are you not always pointing any foreign visitors to those items at the store or in airports throughout this great nation? I know I do.

So often our clients have a standard, iconic color in their logo and marketing materials and yet, we always hear, "I am so tired of that orange...lets switch it up!" While we are more than happy to fulfill our client's wishes here at MOBO, we always caution them against making huge swings in their imaging unless it is part of a strategic re-branding plan.

For nearly 30 years, we have been consulting with our clients and helping them refresh their existing branding. There are so many new decorating styles and finishes that can help soften some existing color themes. For example, tone on tone laser printing can be a great way to soften some color combinations. Subtle? Yes, but it has the power to turn that garment into something your staff and customers want to wear and that is the whole point, right? Flexibility is the key. If your logo is set in stone but is quite bright, perhaps there are alternative positions where it can be placed on a garment? Logos on the front left hem of shirts is very popular now vs. having it in the traditional left chest location.

Did you happen to catch The Masters this year? Justin Rose had his left shirt collar decorated with the MasterCard logo. I found it surprising how frequently that logo made the frame on TV, but it makes perfect sense since they zoom in on their face so often. Diluting the equity you have built in your brand is never a great idea. Yes, you may rue that the founders of your company chose safety orange or neon yellow as their primary color but every time you move away from that you risk losing the power that color holds with your customers. I have a client whose primary color is lime green. She usually grounds that with black and accents it with white. However – lime green also looks great on tan, white, navy and even pink.

The green is her constant and the goods she chooses to market herself with all have that constant shot of unmistakable green. Just putting it on navy vs. black this year with some white touches was a perfect refresh.

Can you imagine if the Hudson Bay Company had changed the color of their Point blanket each year? Would they still be selling it? It is highly doubtful. Talk about the shelf life of a product! Consistency in marketing pays. Our advice is to stay the course. Let us help you find innovative solutions that will give you the consistency you need but the refresh you desire.

Why not just add a CANADA150 logo alongside your own logo for some extra splash? We are proud to have been designated an official licensee for the CANADA150 logos.

We have put together a new "Oh Canada" brochure featuring some great items that will ensure you are thought of as your customers and staff members celebrate our nation's birthday on July 01st. Take a look and give us a call so we can help you make your mark with MOBO!

We have introduced special pricing for CANADA150 logos including FREE set up charges. The entire team at MOBO wishes you a stellar May long weekend kick-off to the best summer of celebrations!

"Oh Canada"

Make Your Mark with **MOBO**



Click on our New CANADA150 brochure to see lots of ideas on how you can make sure you are there when your customers and staff celebrate Canada's Birthday. As an official CANADA150 licensee we are pleased to offer FREE Set Up on CANADA150 logos when a corporate logo is being applied to goods. Special embroidery costs too! Call us to get your party started!

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



Visit Our Online Showroom

For all your Spring & Summer CANADA150 needs, visit our showroom at 335 Robin Way in Saskatoon. Coffee is always on!