



Victoria Day is May 20th



## What's In a Logo?

One thing that will never change in our industry is the number of logos we see each and every day. When you are in the business of branding, you inevitably catch yourself looking at logos on business signs, windows, cars and trucks while you drive around town. As a result we do know a strong logo when we see one!

Starting this month, we are going to be offering a monthly contest inviting businesses to forward their logos to us via email at: [contest@mobopro.com](mailto:contest@mobopro.com)

Each month, our team will review the logos we receive and choose a winner. The winning logo will be one we feel has the strongest overall branding with the visual impact it makes.

We will be promoting this contest weekly in a Saskatoon Express print ad and on our various social media pages which are also shared online at Saskatoon Expresses "Friends to Follow."

The Saskatoon Express is delivered to over 45,000 homes in Saskatoon with average incomes over \$60,000 /year and a median age of 40. They also deliver an additional 3,100 copies to strategic newsstands and restaurant locations throughout the city.

The winning company we choose each month will have their logo placed in our Saskatoon Express print ad and in our social media posts for a week. In addition, they will receive 300 pens with their logo on them to help them promote their company. That is potentially 48,000+ people who will see your logo who many not have seen it before!

We love helping our clients choose promotional products and branded apparel and then watching them grow. Our entire team is excited about this new monthly contest and we hope you will be too. Please feel free to participate and/or share the contest with any businesses you think would welcome some extra free exposure for a week. Share your logo with ***MOBO*** and win!

We are striving, each and every day to be your trusted advisor for promotional goods and branded apparel while helping to build a strong business community!

Wishing everyone a wonderful, warm month of May!

- Team ***MOBO***