



## Business As Usual

### COVID-19 Update

Well, today is one for the memory book's isn't it? I am sure we will all look back at this day in later years and remember where we were and what we were doing when we closed our borders to foreigners and closed our schools.

Since we first heard about COVID-19 in China, the team at **MOBO** has been meeting. First and foremost, we reviewed all of our internal processes and resources to ensure that our hygiene practices continued to meet the most stringent guidelines set forth by the government. We also analyzed our workflow and determined essential roles/duties and whether or not they could be performed remotely. We set up any infrastructure that was missing to be able to do so. Thankfully, we have not yet had to take those steps to move to a remote office set-up.

While we prefer to do our own decorating, should circumstances require, we can have items decorated at our vendor sties and shipped directly to you. Our top vendors provide us with daily updates on goods arriving and any delays given their country of origin. In essence, it is "Business as Usual" here at **MOBO** at this time. We will continue to monitor the situation and follow recommended guidelines of course to ensure our staff's and the general community's safety.

### Recession Marketing Tips

The most important thing to remember when marketing in a recession is to do just that...continue to market. Focus on your existing clients and be the go-to person they need as a resource on how to best navigate these challenging times. You want to be positioned for the ultimate success when the economy rebounds and that means staying top of mind with your customers.

According to Blue Corona Measurable Marketing Strategies (bet they re-brand themselves after this, LOL!), "...consumers prioritize consumption by sorting products and services in to four categories:

- Essentials are necessary for survival or perceived as central to well-being.
- Treats are indulgences whose immediate purchase is considered justifiable.
- Postponeables are needed or desired items whose purchase can be reasonably put off.
- Expendables are perceived as unnecessary or unjustifiable.

**Where does your business fall in your customer's mind?** Are you an essential service? Do you sell an essential product? If not, will your customers stay loyal through the recession and be ready to support you when the market turns?

Blue Corona also states that, "The trick to successful advertising during a recession lies in consumer psychology and emotion. A recession is a trying time to most consumers, and there is an undercurrent of fear, worry and stress beneath the surface. Research shows that ad campaigns that focus on emotional engagement tend to be more profitable than ad campaigns that focus on rational messages (such as low prices or special offers), even when times are tough."

We welcome the opportunity to discuss with you options of how you can create a campaign with promotional products that will engage and keep your clients thinking of you during these challenging times.

### **How Promotional Goods Can Help**

Are your staff or clients working from home suddenly trying to balance child-care with their jobs? Perhaps a branded pair of wireless earbuds for their phone would be appreciated to give them greater mobility in the home? Or is it a branded blanket with a movie streaming gift card to cozy up with their kids during self-isolation? Maybe branded toilet paper or condoms would bring some levity to your current conversations? Our hand-sanitizer supplier is currently taking pre-bookings for their next shipment due in 45 days, FYI.

Perhaps planning now so that you have printed marketing materials on-hand ready to drop is the strategy you are embracing. We can help with our full line-up of printing services too. Did you order items for a trade show that has been cancelled? We can help you design a printed piece of collateral to mail out with the items so that your

message still reaches your audience.

Whichever demographic your client or staff member belongs to we can find a product that will resonate with them while reflecting your individual brand characteristics.

**We are here for you in these challenging times and we want to continue to be a resource for you. Reach out to us via our normal e-mail and phone numbers. Wherever we are working from, we will be there for you! Stay well!**

- Team **MOBO**