



Happy Saskatchewan Day Long Weekend!

## Drop the Mic!

Good Day!

We are SO excited to share this news with you today and consider this our “official” launch of our latest division...



WHAT if you could bring promotional items to life? WHAT if you could share 12 different marketing messages in one product? Well, now you can!

After months of research and preparations we are proud to share with you this game-changing new service in the promotional goods industry! We are the first of our industry in Western Canada to embrace a full service approach to NFC Technology. There are vendors offering products with NFC, but with only one messaging opportunity. What is NFC?



How did we do that?

The technology runs off a chip that is inserted into the promotional product. Everything from pens to t-shirts can be enabled with NFC Technology. For hard goods, the chip is placed behind a domed decal (as shown on the journal and pen in the video). For soft goods, such as apparel, a machine-washable button chip is wrapped in a woven label and sewn into the hem of a hat or garment. Voila! You can now “talk” to the recipients with 12 unique, custom messages over a 2 year period. Drop the mic.

**The value realized from one promotional product using *MOBO*pro+ is now twelve-fold!**

Like you do before making any promotional product selection, consider your target audience and the messages you want to deliver with it. Is it to onboard new employees with key HR messaging or policy & procedural updates? Is it for your customers that just bought your product and you want to educate them with product knowledge, safety updates or remind them about servicing? Is it for prospects that you want to garner business with special offers or promotions? Is it for fans that you want to excite at every home game? Do you want to quickly gather prospect information at trade shows? Do you want to include a demo of your new song in your t-shirt? Or, perhaps it is a one-time introductory video in a brochure. The applications are truly endless.



As an example, if you were to buy 500 of these pens, you would pay the undecorated cost for the pen at \$1.54ea. Then add just \$6.75/pen to insert a chip under a domed decal with 12 customized messages, delivered over a two year span. Total cost of pen is \$8.29ea which is **just .69¢/message!** No set up fee. Taxes & freight extra. WOW!

**Step 1** – Work with your **MOBO** Account Manager to choose the correct product (and if clothing is chosen, then how you want your apparel decorated, as you normally would)

**Step 2** – Determine how many custom messages you want to deliver to your target audience over the next two years.

**Step 3** – Purchase the **Impress**, the **Engage** or the **Sustain MOBOpro+** servicing package

**Step 4** – Send your content to Team **MOBO** for uploading into your NFC enabled goods (messages can be preset or developed throughout the 2 year time frame)

**Step 5** – Enjoy watching your clients delight in receiving a truly unique, customized promotional good that they will engage with you through this innovative marketing method.

If you would like to learn more about **MOBOpro+** and how it can bring your campaigns and marketing to life, please call us to arrange a demo. We can't wait to help you **Impress**, **Engage** and **Sustain** your audience.

**DON'T FORGET TO REGISTER!**

Our Front & Center Lunch & Learn Sessions start next week with the first presenting vendor being Athletic Knit. Join us at your desk to see the Fall 2020 line with Justin Rapier. Athletic Knit has a great selection of Apparel, Toques, Safety Masks and of course Sporting Wear. Space is limited.

You are invited to a Zoom meeting.  
When: August 5, 2020 12 PM Saskatchewan

Register in advance for this meeting:

<https://zoom.us/meeting/register/tJMkfuyupjMtGNB71vfZZdX0quRM8DQ7-myM>

After registering, you will receive a confirmation email containing information about joining the meeting.



We want to thank all of you who have donated goods for our Go Green Get Green drive this month.

As so many of you wanted to participate but could not access your offices to gather the items, we have extended this drive until September 30, 2020. If you have any goods collected by then, or know of any other departments or contacts within your company or others, please refer them to us.

We will happily pick up goods anywhere in Saskatoon and the surrounding area.

Wishing you a safe and happy long weekend!



- Team **MOBO**