

MINDFUL MARKETING FOR YOUR LONG WEEKEND



We celebrate this long weekend to remember Terry Fox, a heroic young Manitoban who forever etched his name in history for his perseverance and dedication to making a difference. According to the **Terry Fox Foundation**, “it was difficult to garner attention in the beginning” of his Marathon of Hope campaign, which is often the case for new brands or marketing campaigns that are launched today.

Take some time to yourself this weekend and enjoy some leisurely reading with these interesting articles that share relevant marketing insights.



Running the Numbers

Adidas created a collection based on the inspiring athlete, donating 100% of proceeds to the Terry Fox Foundation. The campaign was one of the company’s biggest marketing priorities of the year.

[Read more](#)



Covid Recalculations

Has the pandemic forever changed marketing and the way customers engage with a brand? Research advertisers believe that the worldwide impact of the pandemic has once again shuffled marketing.

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A Splash of Strategy

Pivoting marketing initiatives was the name of the game this past year. These swimsuit companies saw a large decline in sales until they changed their messaging and strategy.

[Read more](#)



New Marketing Mantras

Quickly changing and adapting was another common theme over the past 16 months, and that’s what has happened in marketing. Marketing truths have shifted as a result of these changes in business.

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Other interesting insights we’ve come across...

[Deloitte: 2021 Global Marketing Trends](#)

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