



A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.

## Canada Day Insights

Winnipeg is bustling this Canada Day weekend! There will be plenty to keep us outside in the sun connecting this year, especially after two years of adjusted plans. Our team is certainly taking advantage after a great first half of the year. We're so thankful for our colleagues.

But some of us still need our dose of business and marketing. If you need a break from the busy long weekend, we haven't forgotten to compile fresh Canadian content for your enlightenment. Without further ado:



### Canadian Consumer Habits

Pandemic health restrictions are mostly gone, but post-pandemic spending patterns are still evolving. Halfway through 2022, what should businesses know about Canadians' consuming habits?

[Read more](#)



### CIBC's Fresh Logo

Logo redesigns are tricky. CIBC recently redid their logo to celebrate 100 years in business. See the elements that make up this redesign done right.

[Read more](#)



### Social Media in Canada

Should your business be on TikTok? It all depends on where your audience is. Learn more about where to focus your social media efforts with these Canadian social media statistics.

[Read more](#)



### Canadian Inventions

Yes, we Canadians have made plenty of contributions to the world. Fill up your patriotic pride meter with this list of inventions from home.

[Read more](#)

## What Caught Our Attention

- [Forbes' tips for engaging social influencers](#)
- [Canadian employers increase compensation](#)
- [Employee retention tips from Robert Half Talent Solutions](#)

## Welcome to Our Newest Clients



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