

2 January, 2018

OFFICEWORKS KICKS OFF BACK TO SCHOOL SHOWCASING AN EDUCATION JOURNEY THROUGH THE EYES OF A PARENT

Officeworks has unveiled its 2018 Back to School campaign with a new TVC, showing how school is more than mastering writing, reading and arithmetic – it's about growth. Launched on 28 December, the TVC shows a child's education journey from a parent's perspective, watching them quickly develop resilience, confidence, friendships and dreams as they take their first school step.

This new 45 sec TVC aims to connect with parents on an emotional level, and compliments an additional layer of activity which focuses on being 'Back to School Smart', inspiring parents to turn to Officeworks for essential school supplies and service, at the prices they need to facilitate their children's education journey in 2018 and beyond.

As parents prepare for the school year, price and convenience remain highly important purchase drivers and the 'Back to School Smart' activity brings to life how Officeworks helps parents can save time, money and stress by doing their back to school shop at Officeworks.

The broader integrated marketing activity comes to life in print, radio, outdoor, catalogue, SEM, CRM, social media, PR, online, content marketing and cinema, aiming to drive customers in-store and online where there is support for both parents and students.

Officeworks National Marketing Manager Karl Winther said: "We believe in the power of education and want to set children across the country up with the essentials to help them make bigger things happen.

"Recognising this can be a stressful time for many parents; Officeworks provides superior value by offering the widest range of school supplies at low prices, backed by our Parents Price Promise. We also provide a number of helpful services such as our free School List Service, free delivery or 2-hour click and collect and extended store trading hours, helping parents make their back to school shop easy." he said.

Two brand new initiatives introduced this year, set to make parents lives even easier include:

- A [School List Decoder](#) which deciphers commonly misunderstood products on booklists
- Payment solution Afterpay, which will help parents doing school supplies shopping online, manage their cash flow for the back to school shop

Parents can also feel better about purchasing their back to school supplies with Officeworks' Restoring Australia initiative, which sees two trees for every one used, based on the weight of paper based products customers buy at Officeworks.

Available only at Officeworks, the free *School List Service* does the hard work for parents, allowing them to submit their school list in-store or online and then receive a text when it's packed and ready to be collected.

For the fifth year, Officeworks will be supporting The Smith Family through its Back to School Appeal with an ambitious fundraising target of \$300,000 driven through online donations and in the retailer's 165 stores. The Officeworks Back to School Appeal aims to help build a better future for children in Australia.

View the back to school online destination here: <https://www.officeworks.com.au/campaigns/back-to-school>

View the 45" TV spot here: <https://youtu.be/7ivETCC6tYk>

Credits:

- Creative: AJF Partnership
- Media: Initiative
- Digital, Content, Performance Marketing and Social Media: Columbus
- PR: Haystac
- CRM: AKQA and Track
- UX: Tribal

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For more information, imagery or interview opportunities please contact:
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About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech, furniture and Print & Copy solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, customers can be sure to find exactly what they need with our widest range, when they need, and all at low prices. Plus, customers will enjoy friendly expert advice from our team and helpful services like two hour Click & Collect and free same day delivery. Officeworks has more than 35,000 products on its [website](#), operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating more than 160 retail stores and employing over 7,000 team members. Visit the [Restoring Australia](#) website to find out more on this initiative and join Officeworks' online communities on [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#) as well as at its hub [Work Wise](#)