

21 November 2019

Officeworks reinforces that nobody does Christmas like them

Officeworks has launched its Christmas campaign this week with integrated marketing activity that reinforces it's a serious Christmas destination for customers looking for gifts that mean more this festive season.

In addition to the two Christmas catalogues it will have in market across November and December, the retailer has developed its first ever printed Christmas gift guide, a 12-page spread showcasing its range of gift options, which will be inserted into newspapers around the country on 7 December.

Officeworks General Manager Marketing, Jess Richmond, said: "We know lots of our customers want to purchase special gifts for loved ones but when push comes to shove, they end up making the same choices.

We want to put the spark back into Christmas shopping by showcasing our range of tech, stationery, art, STEM, education and personalised photo gifts to inspire people to consider Officeworks as a destination that really does have something for everyone on their list.

Team members will be bringing the Christmas cheer more than ever to customers that shop in our 167 stores across the country and online we've built a [gifting destination](#) that allows customers to shop our range based on popular brands, trending products or based on the personality of people on their Christmas list," she said.

The product offer is supported by the retailer's extended trading hours, 2-hour Click & Collect, same or next day delivery and free parking, making it easy for people to shop in-store or online, or a combination of both.

The above the line activity features across [TV](#), radio, OOH, digital and social media, and is complemented by search and PR, as well as a B2B and B2C CRM program.

At the heart of the marketing creative is a decorated life-size Christmas tree made from J. Burrows Premium 100% Recycled A4 Copy Paper, part of Officeworks' own brand product suite.

- ENDS -

Agency partner credits:

- Creative: AJF Partnership, a GrowthOps business
- Media: Initiative
- PR: Haystac
- Performance Marketing and Social Media: Columbus
- CRM: AKQA

About Officeworks

Established 25 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow. Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site tech support through Geeks2U - delivering an experience that is easy and engaging, no matter how customers choose to shop. Officeworks is focused on the safety, wellbeing and career progression of the 8,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.