

1 October 2019

Back to School comes early for Officeworks

Officeworks has launched Back to School early this year with an integrated marketing campaign that encourages customers to be 'back to school smart' by letting the retailer do all the hard work for them ahead of the 2020 school year.

This year Officeworks has made it even easier for customers to save money and shop their booklist with its new and improved *School List Service*, as well as brand new *Upload & Compare* tool that allows customers to compare the range and prices of items on their child's booklist easily online.

The School List Service is completely free and allows parents to upload their child's booklist, build their own booklist online, use an existing list, or drop it off at their local store, before being delivered at a time that is most convenient for them.

Officeworks General Manager Marketing, Jess Richmond, said: "While January's still a while off, we know that parents start receiving their child's school booklists as early as September, and many like to get organised by shopping straight away. But our research tells us a lot of parents aren't aware they don't have to shop their booklist with their school's usual supplier, many have a choice to save by coming to Officeworks.

As the leader in Back to School, we know parents and students are looking for a convenient, low price alternative that takes the hassle out of getting back to school ready. Our new and improved services, coupled with delivery options, means parents can get the job done before the festive season and focus on enjoying the summer holidays with their family," she said.

The offer is supported by its *Parents' Price Promise*, which means if parents find a lower price on an identical stocked item on an official school list, Officeworks will beat it by 20 per cent.

Kicking off today, the above the line activity features across TV, radio, OOH, digital and social media, and is complemented by a CRM program, search, PR, influencer partnerships, in-store experience and personalised onsite messaging.

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Notes

Back to School page: <https://www.officeworks.com.au/campaigns/back-to-school>

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.