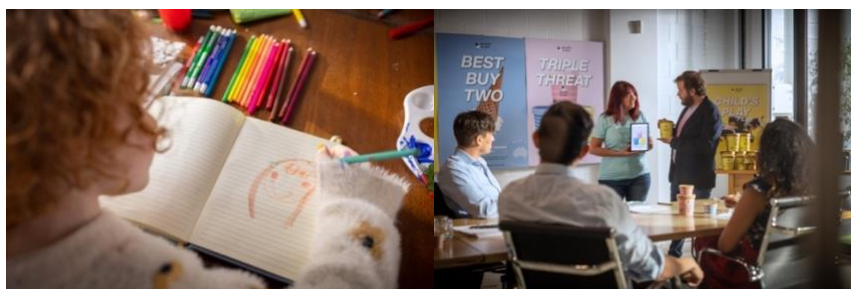


FEBRUARY 2022

NEW OFFICEWORKS BRAND TVC INSPIRES AUSTRALIANS TO START SOMETHING



February 2022: **Officeworks** has launched a new brand TVC, encouraging Australians to start something, no matter what it is in their life, set to the iconic track 'This could be the Start of Something Big' featuring local vocalist Sahara Beck.

The TVC developed in partnership with AJF captures the moment Australians all feel when starting something new, at any age, and how although it might feel small in the first instance, it can lead to exciting opportunities and possibilities. It shows that the push of a pen, the touch of a key or the dip of a brush could just be the start of making bigger things happen.

The campaign for the first time also reveals Officeworks' new refreshed logo which retains the iconic blue background and red dashes, part of a broader brand refresh currently underway to update the Officeworks brand across every channel. Officeworks stores in Chadstone, Box Hill and Cranbourne are amongst the first to have the new logo, with further plans for the roll out across the 167-store network.

Officeworks General Manager Marketing & Insights, Jessica Richmond, said: "Over the last few years and particularly throughout the pandemic, customers have told us that Officeworks' role has evolved in their lives. We're no longer just a destination for office supplies and back to school, rather we can help make bigger things happen through enabling Australians to work, learn, create and connect, wherever they are. Our brand update is about reflecting our changing role and this campaign aims to bring to life the insight that whether you want to start something, big or small, you can turn to Officeworks for everything you need to make that start happen."

AJF Creative Director, Andy Jones, said: "We are very proud of the new campaign 'Start Something'. There's nothing like the feeling of joy and excitement that comes with starting something new. Whether it's a new business, a new school or just a fresh page. That's what we wanted to capture with the new films and campaign. No matter what form it takes, starting something is big to you, and Officeworks is there to help you make that start. It is a perfect next chapter of how Officeworks helps customers make bigger things happen."

The Start Something campaign features two TVCs; one 30 and 15 second [brand execution](#) and one 30 and 15 second [education focused execution](#). It is supported by a multi-channel

national campaign running across TV, digital and social media, CRM, content, partnerships, Activation, earned media and in-store.

As part of the brand campaign, a PR-led activation, the Officeworks *Create-a-thon*, is inviting creatives - established and emerging - to enter an overnight creative challenge at their Chadstone store to compete for a \$25,000 cash prize to help fuel their creative pursuits. The event will be hosted by the inimitable Flex Mami, with esteemed artists Beci Orpin and Darren Sylvester judging.

– ENDS –

For further information and imagery, please contact:

Tessa Conboy | 0414 343 801 | tessa@altshift.com.au

TVC assets available [here](#).

Officeworks credits:

General Manager Marketing & Insights, Jessica Richmond

Head of Brand, James Sterling

Head of Marketing, Sophie Smith

Advertising Production Manager, Melissa Pritchard

Agency credits:

Creative: AJF

Media: Initiative & Reprise

PR: Alt/Shift

Content: Medium Rare

About Officeworks

Established 26 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.