

1 October 2020

BACK TO SCHOOL AND NEW BRAND CAMPAIGN BY OFFICEWORKS

Back to School

Launching today, Officeworks' School List campaign for the 2021 school year is encouraging customers to upload, compare and save on their 2021 school supplies.

While the school year has faced disruptions and been a challenging time for school communities across the country, many 2021 school lists are already starting to be distributed to parents.

Officeworks General Manager Marketing & Insights, Jess Richmond said: "This year, families have not only faced the challenges of adapting to remote learning; but many are also experiencing financial hardship.

Last year parents saved on average more than 20 per-cent on their school list prices when shopping with us and these savings will be even more important this year. We know the importance of offering a wide range, low prices and great service not only throughout the Back to School period, but all year round."

A number of enhancements have been made to the Officeworks website and *School List Service* helping parents save time and take the guess work out of building booklists or comparing prices. These include making it even easier to edit their basket, view savings and combine family purchases.

The integrated marketing campaign will run across TV, radio, digital and social media, complemented by a CRM program, PR, influencer engagement and in-store activity.

Brand campaign

Officeworks has also launched a new brand campaign this week, 'However you're working', to acknowledge the ongoing change and challenges faced this year, with those being sent to work from home, many while balancing family and home school responsibilities.

"Our campaign shows a series of home working and learning moments that will feel familiar to many. We wanted to recognise the resilience we've seen from Australians, celebrating the many creative ways people have been working and learning from home, and remind them that we're still here to support them and help them shop safely for what they need," Jess Richmond said.

Officeworks has played an important role in providing essential products and services to help people get their home workspaces set up and continuing to work. Technology, furniture, home office supplies, Print & Copy services, education and art ranges have all proved popular for helping customers work, learn, create and connect from home as a result of COVID-19 related restrictions.

The brand campaign features a [30 second TVC](#) running nationally, supported by digital and social content aimed at providing advice and support on setting up home office or learning spaces safely and productively.

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Media enquiries

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