

16 November 2020

## **SHOW THEM YOU KNOW THEM THIS CHRISTMAS AT OFFICEWORKS**

Officeworks has launched its Christmas campaign this week with an integrated marketing campaign designed to 'Show Them You Know Them' this festive season.

Featuring an Australia-first, customers can create a virtual picture with Santa from the comfort of their own home using augmented reality. Created in response to the ever-changing shopping habits of customers, this experience aims to ensure the magic of a traditional past-time can continue in a simple, safe and digital way.

Customers can choose a series of Santa posts and curate their own unique scene which can be saved to their phone, printed in-store or shared with friends and family on social media. The AR experience will be accessible via the [Officeworks website](#), print and online catalogues, and in-store at point of sale.

The above the line campaign also features two new TVCS showcasing the art of gift giving, positioning Officeworks as a great gifting destination, home to a range of tech, stationery, art, STEM, education and personalised photo gifts, with something for everyone.

Officeworks General Manager Marketing & Insights, Jess Richmond said: "Christmas is such a magical time and although this year it may be different, we hope our virtual Santa creates a special festive moment which will bring that extra bit of joy that so many Aussies need this festive season,".

Our Print, Copy and Create range of personalised gifts is always popular so this year we wanted our above the line campaign to showcase the joy of a meaningful gift or surprise can evoke between family members and friends."

The campaign will run across TV, radio, OOH, digital and social media, and is complemented by search and PR, as well as a B2B and CRM program.

In addition, the campaign features on [Noteworthy](#), Officeworks' content hub, with a series of articles on gifting inspiration for family and friends as well as creative DIY Christmas gift ideas to surprise and delight.

Using WebAR technology, the AR experience was created by specialist 3D and augmented reality agency RYOT studio, the branded content division for Verizon Media.

This Christmas, customers can choose to shop online 24 hours a day, with contactless click & collect service options or contactless deliveries as well as in the 167 store network across the country.

- ENDS -

TVC: [Nan-o-Nator video](#)

TVC: [UncleMax video](#)

### **Agency partners:**

AR: RYOT Studio

Creative: AJF

Media: Initiative Melbourne

PR: Haystac

## **Media enquiries**

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## **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 and remote 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 more than 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.