



# TribeAgency provides full start-to-finish solution for **United Stationers'** "Drive to Success" marketing initiative

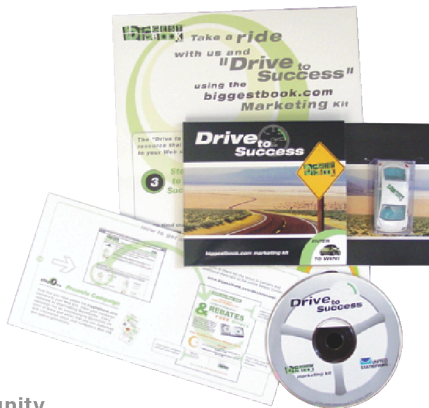


## Market Outlook

In the world of business, corporations are constantly looking to trim budgets and boost ROI and reliability – all of these are combative actions designed to offset the volatile nature of the market in which they compete, in order to help keep the company afloat. Although these actions may take many forms, there are a few that are beneficial to everyone involved; ease in point, the consolidation of resources, where external vendors are concerned.

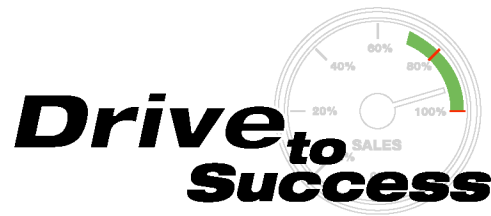
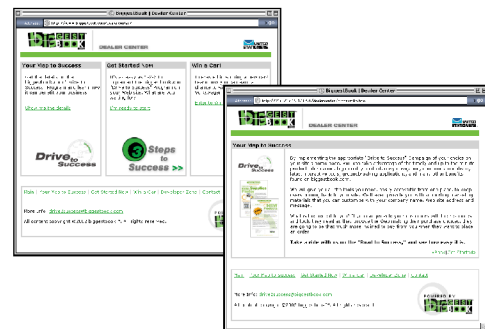
## Solutions

United Stationers had a notion of what they wanted, but they had not yet been able to flesh out the particulars, and even some of the broader aspects of the project. They had determined the main objective, however, was to have their office supply dealers put biggestbook.com content on their Website. After the initial kickoff and brainstorm meeting, the team devised a simple plan to achieve this goal. The marketing kit would be based around a CD-ROM, which would start with a Flash teaser to excite viewers about the program. Users would then be sent from the Flash teaser to a Website that was contained on the CD-ROM, effectively making it an offline Website.



## Opportunity

Essentially, companies are looking for an ideal situation, one vendor to handle as many needs as possible for each project. This is exactly what United Stationers had in mind when they decided to pursue a marketing kit for their online catalog, biggestbook.com. Having worked with TribeAgency on the construction of biggestbook.com, they came to us to help them devise a method of promoting it to their office supply dealers. They looked to TribeAgency to drive the project from start to finish.



### DRIVE TO SUCCESS.CASE STUDY



With this general path in mind, we began ironing out the particulars for the marketing kit. Our first task was to develop a theme that all of the marketing kit materials would follow. The word we kept coming back to was “drive,” because many of the elements of the marketing kit were meant to drive people to certain destinations (e.g. the CD was meant to drive dealers to biggestbook.com to learn about content, the biggestbook.com dealer content was meant to drive customers to the dealer’s Website, etc.). By focusing on “drive,” we came up with “Drive to Success,” and we immediately began using this as a tagline and theme for the marketing kit.

Now that we had developed a theme, everything else fell into place. Our design direction for the print and digital elements became clear, and we began putting together comps, which pulled heavily from images of cars, roads and sprawling vistas. It was at this point that we devised an excellent method of increasing the marketing kit’s exposure. Since we were already using cars and driving as thematic elements for the kit, why not go a step further and offer those that use the kit a chance to win a 2002 Volkswagen Beetle? Ideas further gestated from this plan, leading us to design custom packaging for the Dealer Center CD-ROM, which included a biggestbook.com imprinted Volkswagen Beetle MatchBox car. We knew that the attraction of a free MatchBox Beetle and the chance to win a real, full-size Beetle automobile would be too much for United Stationers’ customers to pass up.

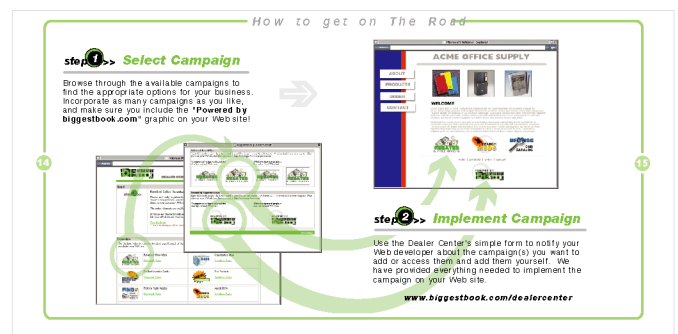
Having said that, a free MatchBox car, a contest to win a Volkswagen Beetle and elegant custom packaging would only go so far – we needed to develop content that was as compelling and exciting as the shell in which it was contained. We immediately dove into writing and designing content for a booklet to be included with the CD-ROM, as well as content for the online and offline “Dealer Center” Website. We also developed content for a supplemental flier, and the marketing campaigns that would be utilized by the office supply dealers to drive traffic to their company Website. When the dust had cleared, we had developed a simple, three-step process that would guide the dealers in making biggestbook.com work for them. We had included the process in every avenue the dealers could choose, whether it be the booklet, the CD-ROM, the Website or the flier. When we added information about biggestbook.com, examples of what they could do to increase traffic to their Website, and further descriptions of what the campaigns could do to help them, it was clear that we had created a

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### Results

All in all, over 15,000 “Drive to Success” Marketing Kits went out to dealers across North America, with the potential for more to be sent out in the future. Because we fulfilled the role of a full-service agency for this project, we were in control of all elements of the marketing kit from start to finish, which enabled us to complete the entire job in a month and a half. We were also able to operate within budget guidelines, develop exactly what United Stationers needed to achieve a strong ROI, and provide them with a reliable source to get the job done – exactly what they were looking for.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P. 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM