



Tribeagency delivers an interactive CD-ROM to reinforce the strength of **Fellowes' Bankers Box**



Market Outlook

During the course of a near century as the source for records storage and retrieval solutions, Fellowes has never rested on past success and has constantly refined and improved the Bankers Box product line. As a result these durable boxes are know as the best for storage reliability, and frequent file retrieval, offering the highest stacking options for space savings. With the addition of groundbreaking advancements such as FastFold™ one-step setup and secure closures, it is easy to see why the Fellowes Bankers Box line still remains an industry leader in its category.

However, the office supplies industry is highly competitive and driven by comparison advertising. As of late new competitors in the records storage arena have stepped into the fold using misleading comparative marketing messages to erode the Bankers Box market share. In order to maintain a leading position in the marketplace, Fellowes needed to distinguish itself from the competition on the basis of the superior quality of its products. To start this positioning Fellowes needed to educate its sales force so they could in turn inform their customers.

Opportunity

Fellowes was launching a new national advertising campaign for its Bankers Box product line and needed a unique solution to educate its field sales team on how best to reinforce the campaign's messaging and properly position the many advantages of the Bankers Box line to Fellowes' customer base.

Impressed by an application TribeAgency had created for one of Fellowes' business partners, Fellowes selected TribeAgency to design a Bankers Box campaign rollout CD-ROM.



Solutions

With the new campaign focused on the strength of the Bankers Box product line and the advantages of Bankers Box over the competition, the TribeAgency project set to task to fully understand the construction of a typical Bankers Box. Tribe staff members did so by visiting the factory where Bankers Box offerings were manufactured and assembled. The TribeAgency project team observed first hand the qualities that forged the Bankers Box product line's exceptional strength, and the four main construction elements to highlight — structural design, paper weight, fluting, and production quality — quickly became apparent.



BANKERS BOX CD-ROM.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

