



TribeAgency delivers an educational interactive application for **Fellowes** ergonomic line of products



Market Outlook

After nearly 90 years of success, Fellowes still remains an industry leader. However, changes in the workplace have greatly affected the nature of Fellowes products and business focus. With computer dominated office environments, growing concern over safety issues such as privacy and ergonomics is influencing the features demanded of office supplies. Furthermore, the office supplies industry is highly competitive and driven by comparison advertising. Fellowes distinguishes itself from the competition through marketing strategies meant to educate on the importance of workplace safety measures, as well as showcasing the superior quality of its products.

Opportunity

Fellowes, Inc. is a global leading consumer technology company committed to creating mobile, computer and consumer electronics accessories, as well as business machines such as paper shredders and document finishing equipment. Founded in 1917, and Headquartered in Itasca, IL, the company owns and operates subsidiaries in Canada, United Kingdom, Benelux, France, Germany, Italy, Poland, Singapore, Japan, Korea and Australia.



Fellowes was interested in creating an interactive online demo application to reinforce an existing marketing campaign dedicated to educating customers about the importance of ergonomics in the workplace and ways to improve their work conditions through utilizing Fellowes office and productivity products. As an important extension of a nationwide print advertising campaign, the end solution had to engage a viewer in a creative manner, while integrating with the Fellowes' corporate website, as ads and promotions drove viewers to this newly launched online destination.



FELLOWES ERGONOMICS.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solutions

To create an interesting and interactive educational experience, TribeAgency's team of designers, technologists and motion specialists created a Flash-based interactive workplace audit application. The application allows customers to evaluate their workplace environment on different principals of ergonomics via an interactive and visually rich quiz. The quiz, tabulates a users data input as they proceed through the quiz and gives them a final comfort and productivity score. Based on their score, the application guides them to various screens that educate them on ergonomic principals and refers them to Fellowes products that will improve comfort and enhance productivity in their workplace.

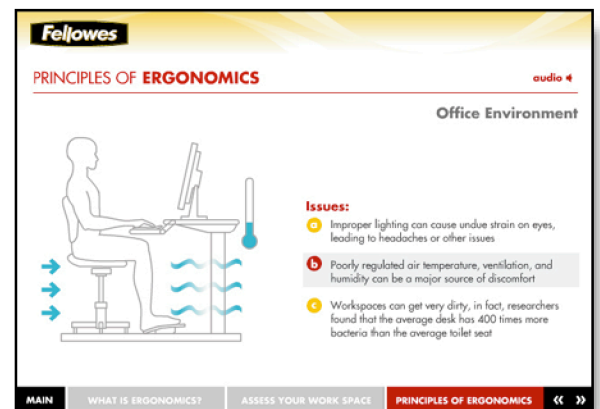
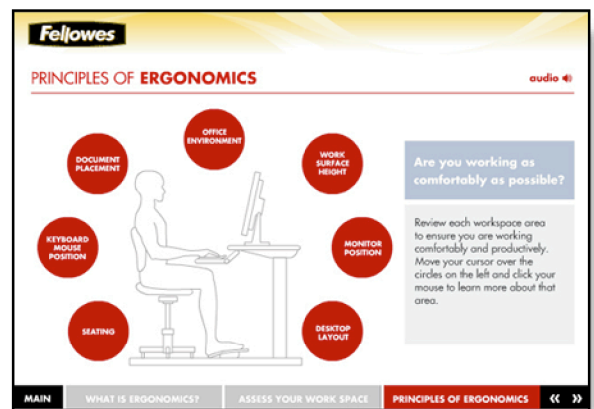
To further Fellowes ergonomic education efforts within the piece TribeAgency also included a dynamic dictionary section that defines common ergonomic terms and illustrates via thirty-two custom animations how working in an ergonomically sound environment reduces health and stress risks in the human body.

Due to the fact that Fellowes product line evolves on a consistent basis and the company is committed to developing and engineering new products, TribeAgency took scalability and flexibility into account when delivering the end solution. TribeAgency's technical team programmed the interactive application so that new products can be added at any time without disrupting the application's functionality, causing downtime or incurring costly updates.

Results

The final solution was just as Fellowes ordered: an engaging interactive tool that illuminates the importance of ergonomics in the workplace and promotes and positions Fellowes' as a market leader in the ergonomic and productivity office product category. The application has proven so successful that, Fellowes plans to engage TribeAgency to create alternate versions of the piece in five languages for the European market.

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