



TribeAgency utilizes **technology** to create **customizable** retail portals for **Fellowes' ESPN sweepstakes**



### Market Outlook

After nearly 90 years of success, Fellowes still remains an industry leader. However, the office supplies industry is highly competitive and driven by comparison advertising. In order to maintain a leading position in the marketplace, Fellowes must create interesting and innovative ways to inform customers of the superior quality of its products.

ESPN is the leading multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia sports assets with over 50 business entities. The brand recognition and mass appeal of ESPN make partnership opportunities attractive for businesses hoping to develop a wider customer base.

### 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 partnered with ESPN to launch a unique sweepstakes opportunity called the "Ultimate Season Pass." The winner of the sweepstakes drawing would be a VIP at 3 exclusive ESPN sporting events of their choosing. The sweepstakes promotions extended across various points of exposure such as print ads, TV commercials, radio spots and across ESPN web properties. To further increase exposure of the sweepstakes, point of purchase displays and in-store kiosks were distributed to a wide range of retail outlets.

Each of these promotional avenues would direct consumers to a sweepstakes web portal to enter the contest. Fellowes turned to TribeAgency to create the sweepstakes web portal.



### FELLOWES ESPN SWEEPSTAKES WEBSITE.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

## Solutions

After consulting with the Fellowes team about the sweepstakes portal specifications, TribeAgency recognized the considerable potential to utilize technology to enhance the project beyond the scope of Fellowes' expectations. TribeAgency began brainstorming administration and customization possibilities. TribeAgency suggested creating a portal template site that could be customized through a suite of administration tools, allowing Fellowes' retailers the ability to tailor the sweepstakes portal to their own liking, while still adhering to the uniform marketing message of the sweepstakes campaign.

Another advantage to the concept was that each customized portal site would capture the information of those contestants that entered the sweepstakes through a particular portal. This feature would allow Fellowes to track which retail outlets were most successful at attracting customers to sweepstakes promotion. By launching the sweepstakes portals in this manner, Fellowes gained an added benefit of valuable retail-level marketing and profile information.

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TribeAgency designed a suite of concise and intuitive web-based administrative tools that enabled Fellowes retailers with even minimal technical ability to create their own custom sweepstakes portal. The administrative tools walked users step by step through the process of creating their own personalized and co-branded site which was flexible enough to allow them to choose their destination URL, place their company logo, customize text and add links. After a Fellowes customer completed all the steps in the build process, their custom sweepstakes portal was dynamically generated on the fly and ready for immediate use.

To supplement the portal sites, TribeAgency created a series of banner ads promoting the sweepstakes, which Fellowes' customers could download and add to their websites to drive traffic to their newly created portal sites. Engaging and playful in nature, the banner ads communicated a marketing message that integrated point of purchase materials and the sweepstakes portal itself.



## Results

The end result of the ESPN sweepstakes project exceeded Fellowes expectations. Not only did the sweepstakes succeed in attracting a larger customer base and increasing awareness of the Fellowes product line, but Fellowes gained useful information, which can be applied to future marketing campaigns, ensuring increased marketing success in the future.



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