



TribeAgency delivers a Flash interactive to showcase **Fellowes** high-performance shredders



Market Outlook

Today, growing concerns over crucial privacy issues such as information and identity theft are driving a higher demand for paper shredders as a privacy protection defense. Fellowes Inc. has been an industry leader in the office supplies industry for over 90 years. Changes in the workplace, coupled with the emergence of home offices, have greatly affected the nature of Fellowes product and business focus, and as a result Fellowes has created an entire division dedicated to shredders. The Fellowes Shredder Division distinguishes itself from the competition through marketing strategies meant to educate on the importance of privacy protection, as well as showcasing the superior quality and durability of the machines found in their product line.

Opportunity

- Fellowes, Inc. Shredder Division is a global leading consumer technology company committed to designing, developing and releasing the best paper shredders available in the business and consumer marketplace.
- Fellowes asked TribeAgency to create a fully interactive online Fellowes Shredder Showcase microsite to be integrated with Fellowes' website and new marketing campaign featuring a bulldog as the product line's mascot. In addition to the showcase, Fellowes asked TribeAgency to create a product demo to highlight their top of the line shredder the DS1. Fellowes ultimate objective was to inform consumers about privacy protection issues and position the Fellowes line of shredders as the strongest and most capable products on the market for protecting privacy in the home and workplace.

Solutions

- TribeAgency created a non-linear and fully interactive solution consisting of three key sections, an overview and introduction of the new Fellowes shredder line and bulldog mascot, an informational section stressing the importance of information security, and an animated feature demo highlighting Fellowes' DS1 Shredder.



FELLOWES SHREDDERS MICROSITE CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE



TribeAgency's **technology** team created a Flash-based **game** in which users can control a **bulldog** to move across the screen and **shred** objects falling from the sky.

The Fellowes Shredder Showcase introduction and overview serves as an important branding opportunity, featuring the bulldog mascot as a symbol for the strength of Fellowes' shredders. Strategic links and click-thrus to related television and print ads integrate the microsite with Fellowes other shredder marketing endeavors.

To further user interest and incorporation of the bulldog to the product line, TribeAgency added an interactive game to the overview. TribeAgency's project team designed and developed a custom Flash-based game in which users can control the bulldog to move across the screen and shred objects falling from the sky. The brand-building game reinforced points of shredder usage safety, requiring users to discriminate between objects appropriate for use in the shredder and objects that cannot be shred.

The DS1 Demo was designed to highlight Fellowes' newest shredder, focusing on the unique features that make it the strongest and most durable shredder on the market. Flash technology and stylized animation were combined to reveal the shredder and its features from striking angles. The custom animation transitioned into a section of video clips, produced and shot by TribeAgency, demonstrating exceptional features such as Safe Sense heat sensors on the mouth of the shredder for finger protection and an easy to empty step can waste bin.



Knowing that the DS1 could be someday replaced by another flagship product TribeAgency's technologists developed the site with the flexibility to feature new shredders Fellowes might develop in the future.

Results

The final solution was just as Fellowes ordered, an informative interactive that illuminates the importance of privacy protection and positions Fellowes' as a market leader in the shredder product category. Furthermore, TribeAgency created a memorable viral marketing piece in the interactive game that is so engaging in its game play that it passed along from user to user, widening Fellowes' customer advocate base.