

NOVA CREATE THE BEST BACK TO SCHOOL CAMPAIGN EVER

Officeworks  **NOVA**
Big ideas. Lowest prices.

OBJECTIVES

To position Officeworks as a helpful brand and ensure it's top of mind with mothers of school aged children when it comes to the purchase of school supplies.

SOLUTION

BACK TO SCHOOL KIDS FAIR

To inspire children today and into the future, Nova curated a series of workshops hosted by inspiring teachers at Officeworks stores around the country.

The Kids Fair inspired children to think big!

So our teachers included, Paper Artists, Mad Scientists and Real Life Heroes.

Experiential



The Casanovas hosted a travelling carnival across the country, engaging with parents and children to amplify their experience at Officeworks. Each Back To School Kids Fair was hosted by a uniquely inspirational teacher to foster big ideas in little people. From the little vets who went wild for our Animal Kingdom, to the junior athletes who got big tips from their favourite sports stars, these events showcased a new way to connect the Officeworks brand with their audience.



SPORTS STAR



MAD SCIENCE



PAPER ARTIST



BIG HERO



ANIMAL
WRANGLER

On Air



Listeners were made aware of the Kids Fair locations in the lead up to each event to maximise attendance and store foot traffic.

During the event, video and audio was captured and shared to bring to life the colour and fun of each fair.



RESULTS



BACK TO SCHOOL KIDS FAIR

"Scored top marks from Officeworks as the Best Back To School campaign ever"

24

curated workshops

5

states

THOUSANDS OF ENGAGED AND ENTERTAINED SHOPPERS

Winning over little and big kids alike



The promotion encouraged more customers into our stores who then spent more time shopping whilst their kids were entertained. The Officeworks Kids Fair drove sales but more importantly converted many parents and children into loyal customers.

Belinda Gruebner

Officeworks – Advertising Operations Manager