

CASE STUDY / SOCIAL EARNS TOP MARKS FOR BACK TO SCHOOL

CLIENT/BRAND: OFFICEMAX - RETAIL

CHALLENGE:

To make the 2013 Back to School campaign the most successful yet, OfficeMax wanted to add a social media component to their annual push. The company's goal: maximize public awareness and increase customer-store engagement. Most of all, though, the social campaign had to be fun, boost sales and stay on-brand.

SOLUTION:

To engage the online community in their Back to School campaign, OfficeMax had to create content that was fun, current, bright and distinctly share-worthy. And we did: connecting with college students and parents of school-aged children through social contests on Facebook and Foursquare; boosting WOM by reaching out to popular, influential mom-blogs; creating shareable ad posts with a unique, fresh and humorous voice; and engaging the Twitter community with pop-culture-themed conversations.

RESULTS:

Introducing contests to the OfficeMax social experience, earned 10,000 fans in the course of a single month, 90% of which were retained after the contest ended. Changing the tone and humor of the company's social media messaging was also a big success, with many of the posts still being shared at a high rate on platforms like Pinterest six months after the campaign ended. But the big news was OfficeMax's marked increase in Q3 sales. It served a nice respite from the year's overall downward trend.

