

# CASE STUDY / A DAY MADE BETTER GOES VIRAL

CLIENT/BRAND: OFFICEMAX - CHARITABLE DONATIONS

## CHALLENGE:

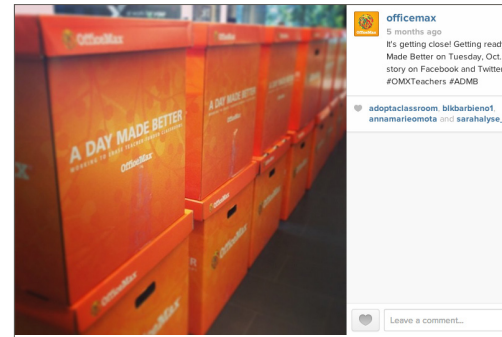
Each year OfficeMax hosts A Day Made Better, a charitable campaign to award nominated teachers \$1,000 in school supplies for their classroom. In the past, awareness for this event have been minimal so this year OfficeMax wanted to include a social element to their campaign. The challenge: How to create genuine social interactions for an event that takes place offline?

## SOLUTION:

To engage the online community we hosted a live twitter party with notable education bloggers We Are Teachers where our #OMXTeachers trended nationally for 10 minutes. We also created a 'behind the scenes' instagram log to increase real-time interest in the event. Finally, we hosted the first ever online contest for A Day Made Better where our online followers could nominate a teacher to win the same prize as the traditional winners.

## RESULTS:

Our social program created wide-spread awareness of the contest – organic sharing and conversations involving A Day Made Better tripled, and our contest provided both a response to popular demand for increased public involvement, but showed that the brand was listening to social conversations and reacting to them – a fact that was noted in several social conversations. Our social program was so successful, the company plans to run a mid-year social mini even using the same strategies.



**YOU LIKE US! NOW REGISTER BELOW FOR YOUR CHANCE TO WIN AN A DAY MADE BETTER SUPPLY BOX FOR A DESERVING TEACHER!**

You've asked for it. Now you can make A DAY MADE BETTER for a teacher. We've got one more box valued at \$1000 with classroom supplies to give away to a teacher you think deserves it. Maybe it's even you!

If you are a teacher or know one who you think deserves to have their day made better, register below with your name, e-mail, and the name of a teacher you want to nominate to win the last A Day Made Better Box!

**OfficeMax**

**Sandy Kendell** @EdTechSandyK · Oct 1  
Thank you @WeAreTeachers and @OfficeMax! You made this a special day for teachers. :) #OMXTeachers  
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**Chuck Maddox** @cmaddoxjr · Oct 18  
Look what I got from my friends at @WeAreTeachers and @OfficeMax! Thank you! #OMXTeachers pic.twitter.com/MWSx4cGzs9  
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**We Are Teachers** @WeAreTeachers · Oct 1  
@JenRoberts1 @EdTechSandyK no kidding about the #spam! Thank you so much for your help tonight - was a great convo! #omxteachers  
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