

6 February 2018

Officeworks unveils new tagline: 'Make Bigger Things Happen'

Launched on TV screens around Australia on Sunday night, Officeworks has made public its new tagline 'Make Bigger Things Happen', supported by radio, outdoor, catalogue, press, magazine, direct marketing, digital advertising and in-store activity across the month of February.

The leading retailer has evolved its tagline to better connect with customers, focused on the benefit Officeworks provides them through its price, range and service offer, every day.

Officeworks National Marketing Manager Karl Winther said: "More than any other brand asset, a tagline reinforces a brand's positioning. It sums up what the brand is all about to its customers and is the essence of what the brand is trying to communicate.

"The new tagline brings to the forefront the true customer benefit of everything that Officeworks does to support our customers' ambitions, whether they're in business, on their education journey, working from home or pursuing hobbies," he said.

"It reinforces that we're here to support them with our wide range of products at low prices and great service, empowering them to make bigger things happen. It's our promise to our customers, and encouragement to spur them on their journey," he said.

The new tagline was launched in conjunction with other communications focused on Officeworks' every channel services capability, highlighting some of the ways Officeworks helps customers make bigger things happen.

These include same day delivery, free next day delivery, [free two-hour Click & Collect](#) and stores' extended trading hours, as well as its revamped [Price Beat Guarantee](#).

– ENDS –

Spots:

- Make Bigger Things Happen: <https://youtu.be/wGu4C-qAfnk>
- Click & Collect: <https://youtu.be/qRCeN4R0Vz0>
- Free next day delivery: https://youtu.be/b1N7wUm_gPk

Credits:

- Creative: AJF Partnership
- Media: Initiative
- Digital, Content, Performance Marketing and Social Media: Columbus
- PR: Haystac
- CRM: AKQA and Track
- UX: Tribal

About Officeworks:

Established in Richmond in 1994, Officeworks is Australia's leading retailer and supplier of office supplies, tech, furniture and Print & Copy solutions for home, business and education needs. With three easy ways to shop - in store, online or by phone, customers can be sure to find exactly what they need with our widest range, when they need, and all at low prices. Plus, customers will enjoy friendly expert advice from our team and helpful services like two hour Click & Collect and free same day delivery. Officeworks has more than 35,000 products on its website, operates a national customer service centre and has a growing team of expert business specialists to cater for micro, small and medium business

customers. As part of the Wesfarmers' group, Officeworks has an extensive national footprint operating more than 160 retail stores and employing over 7,000 team members. Visit the Restoring Australia website to find out more on this initiative and join Officeworks' online communities on Facebook, LinkedIn, Instagram and YouTube as well as at its hub Work Wise.