



Tribeagency delivers an interactive CD-ROM to reinforce the strength of **Fellowes' Bankers Box**



Market Outlook

During the course of a near century as the source for records storage and retrieval solutions, Fellowes has never rested on past success and has constantly refined and improved the Bankers Box product line. As a result these durable boxes are know as the best for storage reliability, and frequent file retrieval, offering the highest stacking options for space savings. With the addition of groundbreaking advancements such as FastFold™ one-step setup and secure closures, it is easy to see why the Fellowes Bankers Box line still remains an industry leader in its category.

However, the office supplies industry is highly competitive and driven by comparison advertising. As of late new competitors in the records storage arena have stepped into the fold using misleading comparative marketing messages to erode the Bankers Box market share. In order to maintain a leading position in the marketplace, Fellowes needed to distinguish itself from the competition on the basis of the superior quality of its products. To start this positioning Fellowes needed to educate its sales force so they could in turn inform their customers.

Opportunity

Fellowes was launching a new national advertising campaign for its Bankers Box product line and needed a unique solution to educate its field sales team on how best to reinforce the campaign's messaging and properly position the many advantages of the Bankers Box line to Fellowes' customer base.

Impressed by an application TribeAgency had created for one of Fellowes' business partners, Fellowes selected TribeAgency to design a Bankers Box campaign rollout CD-ROM.



Solutions

With the new campaign focused on the strength of the Bankers Box product line and the advantages of Bankers Box over the competition, the TribeAgency project set to task to fully understand the construction of a typical Bankers Box. Tribe staff members did so by visiting the factory where Bankers Box offerings were manufactured and assembled. The TribeAgency project team observed first hand the qualities that forged the Bankers Box product line's exceptional strength, and the four main construction elements to highlight — structural design, paper weight, fluting, and production quality — quickly became apparent.



BANKERS BOX CD-ROM.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

With an insightful perspective on the Bankers Box manufacturing process, Tribe began to design and develop an interesting and interactive experience for the CD-Rom that featured three key educational components. The first section was titled Anatomy of the Box and used compelling animation and exacting schematics to walk a viewer through the entire make up of a Bankers Box so he or she could learn why a Bankers Box offering is superior through construction techniques and materials.

The second and third section educated viewers on how independent labs tested and rated the durability of records storage boxes in two key areas, stacking height and stacking weight. To reinforce the findings in independent testing the Tribe project team conceptualized and designed Flash-based interactive strength and stacking demonstrations. The demos simulate actual tests performed in the labs, and dynamically allow users to add weight or box increments in a progressive manner to test the strength threshold and stacking durability of a Bankers Box against a competitor's offering.

To assist the Fellowes sales force out in the field during their presentations to existing and new customers, a series of downloadable PDF sell and fact sheets for the various Bankers Box product lines were designed by TribeAgency and included on the CD-Rom. These sell and fact sheets were offered as a print on demand feature through the CD-Rom's interface so sales representatives could print any desired PDF as a leave behind to close their presentation.

To aid in new customer conversion, TribeAgency's technology team developed a real time storage box cross-reference application. Developed using Flash and XML, this application enables Fellowes' sales representatives to quickly and easily cross-reference competitors' products with the Fellowes' equivalents. Using the customer's current storage box UPC or catalog number as a reference point, the Fellowes sales representatives could immediately recommend the appropriate Bankers Box product as a superior alternative.

To reinforce the national ad campaign, on-screen examples of all the traditional points of exposure such as print ads, TV spots, and point of purchase displays were included on the CD-Rom so sales representatives could inform customers how Fellowes planned on positioning the Bankers Box product line to consumers.

To supplement the traditional ad campaign TribeAgency's design and motion graphics teams created a series of over 25 animated banner and email promo-templates. These templates allowed for full customization and reinforced the national campaign's messaging. They were included on the disk so that a sales representative could pass them onto customers for use on their web sites and email campaigns.

With the aid of the CD-ROM, **Fellowes** field representatives were well **equipped** to discuss the **merits** of the Bankers Box product line with their **customers**.



Results

The final product was just as Fellowes ordered: an engaging CD-Rom that focuses on the advantages of the Bankers Box product line over competitor equivalents. With the aid of the CD-Rom, Fellowes field representatives were well equipped to discuss the merits of the Bankers Box product line with their customers. The interactive CD-Rom became a vital tool to support the discussions by providing strong data and convincing information to retain existing customers and convert new ones to the Bankers Box product line.