



TribeAgency delivers a Flash interactive to showcase **Fellowes** high-performance shredders



Market Outlook

Today, growing concerns over crucial privacy issues such as information and identity theft are driving a higher demand for paper shredders as a privacy protection defense. Fellowes Inc. has been an industry leader in the office supplies industry for over 90 years. Changes in the workplace, coupled with the emergence of home offices, have greatly affected the nature of Fellowes product and business focus, and as a result Fellowes has created an entire division dedicated to shredders. The Fellowes Shredder Division distinguishes itself from the competition through marketing strategies meant to educate on the importance of privacy protection, as well as showcasing the superior quality and durability of the machines found in their product line.

Opportunity

Fellowes, Inc. Shredder Division is a global leading consumer technology company committed to designing, developing and releasing the best paper shredders available in the business and consumer marketplace.

Fellowes asked TribeAgency to create a fully interactive online Fellowes Shredder Showcase microsite to be integrated with Fellowes' website and new marketing campaign featuring a bulldog as the product line's mascot. In addition to the showcase, Fellowes asked TribeAgency to create a product demo to highlight their top of the line shredder the DS1. Fellowes ultimate objective was to inform consumers about privacy protection issues and position the Fellowes line of shredders as the strongest and most capable products on the market for protecting privacy in the home and workplace.

Solutions

TribeAgency created a non-linear and fully interactive solution consisting of three key sections, an overview and introduction of the new Fellowes shredder line and bulldog mascot, an informational section stressing the importance of information security, and an animated feature demo highlighting Fellowes' DS1 Shredder.



FELLOWES SHREDDERS MICROSITE CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

