

The Fab 50

CASE STUDY



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CAMPAIGN: STAPLES SALES CONFERENCE:
#WORKLIFESOLUTIONS
CLIENT: STAPLES
EXHIBIT BUILDER: HARGROVE INC

In April 2019, Staples launched a massive rebrand that introduced a bold new approach to the way they did business, revolutionizing their product delivery by shifting to a 'house of brands' model. In addition to introducing five new product lines, they needed to deliver a new messaging, identity and master brand – centered around partnership and thoughtful #WorklifeSolutions – that promised to redefine customer perceptions of Staples.

"Today's workplace is evolving and so is Staples. Our new logo is symbolic of the commitment we are making to our customers: they are innovative, forward-thinking problem-solvers, and it's important for them to know that we are, too."

– Marshall Warkentin, CMO, Staples



To prepare 3,500 B2B sales people to deliver this promise, we helped Staples create a special brand activation event to educate, enrich, and engage them – building an energetic movement behind the major changes that they were rolling out to market. The engagements centered around the five core products: TruRed, NXT, Union & Scale, Perk, and Coastwide. Each 60x60 exhibit space had to introduce clearly the different characteristics and product sales platforms that the Staples team had so thoughtfully and passionately developed.

"We knew this had to be a fun series of activations – but that the excitement generated had to be meaningful and resonant, true to the spirit of the #WorklifeSolutions transformation at Staples.

Our unique human-centered approach created engagements that celebrated each brand in a joyous and uplifting way. At every touchpoint we crafted moments to bring dialogue and connection to the activations, empowering and educating the salesforce to act as partner-advocates to their clientele."

– Naomi Clare, Director of Creative Strategy, Hargrove



Hargrove collaborated with the Staples team to develop an holistic creative and strategic approach to introduce the five brands. First, to define engagements that fit each of the five

new brand's distinct personalities, and second, as a brand architecture comprised of multiple, scalable exhibit properties that could be utilized to continue the ongoing rollout across their platforms. From a giant shredder photo-op, to bubble architecture for Coastwide, lifestyle x tech vignettes of NXT, design thinking spaces for Union & Scale, and the quirky authentic styling of the Perk brand, the engagements were infused with irresistible personality and inspiring content.

"We judge our success by our ability to partner with our clients. Our open, collaborative and thoughtful approach resonated with the Staples team. As our relationship grew we brought a true strategic partnership to the table, one that was thoughtful, creative and smart. This long view, combined with an unprecedented suite of in-house production capabilities has helped Staples achieve their goals and aspirations at the initial conference – and beyond."

– Ron Nicynski, VP Strategy & Development, Hargrove

Since the launch event, the exhibit properties have traveled in various combinations to create reimagined environments for other events, including retail conferences, a founder's day event, and most recently at the Worklife symposium co-hosted by Staples and FastCompany.

"Once again Hargrove over delivered on another great event for Staples. You helped ensure that our strategy came to life in ways that even our team could not have imagined were possible. You have been an integral part in helping to bring to life our new strategies for both Staples and US Retail."

– Jennifer Richard O'Beirne, Sr. Director, Product Brands Marketing