



Sharpie Post-it[®] Office Depot End Cap



May Instore Excellence Submission - CF
June 12, 2017

The Objectives:

- Objective to create a super exciting visual end cap to feature both Sharpies and Post-It (R) notes.
- Play graphically off of the neon colors of both the notes and the pens
- Make the artwork to appear as if it was drawn by Sharpies.
- Create original art in-house at GNi.
- Include a floor graphic

3M Design/Shopper Marketing Brief

The Directives:

BUSINESS OBJECTIVE

- *Make the End CAP easy to spot, visually stimulating and exciting to shop for the shopper*
- *Gain captainship of entire EC at OD*
- *Execute compelling message to drive consumers to bundle purchase notes and pens AND to buy more than just one of each.*
- *Increase brand loyalty and shopper loyalty at OD*

DELIVERABLES

- *Reinvent OD's End Cap through simple structure and POP – Make it easier for the consumer to shop. Goal is to expand the consumer's purchase and lift up the product portfolio.*

The Directives:

TIMELINES

- *Instore objective launch date BTS summer 2017*

TONE

- Needs to be on brand but creative to make it easier for the customer to shop the section. COLOR, COLOR, COLOR!

TAG LINE/SLOGANS for initial development

- Initial art direction offered desire for options using the below tag lines
 - *"Draw some Color"*
 - *"Pens for Notes – Notes for Pens"*
 - *"Color Fun!"*
- Ultimate marketing direction reduced the message to simple logos and art *(created by Gni)*

The Sharpie brand:

- Today, Sharpie stands for far more than just markers. It's the brand that stands up for self-expression. Letting you be heard, putting you at the center of your world, helping you express all the ideas, feelings, moods, and memories you have with absolute conviction and absolute passion—that's what Sharpie's all about!
- With the introduction of products like Liquid Pencil, Gel Highlighter, and Stained by Sharpie, Sharpie continues coming up with innovative ways for you to uncap what's inside. And with the launch of the new and improved sharpie.com, now you can showcase and share all things Sharpie and find all of your favorite products for self-expression—all on the same site.
- When you start with Sharpie, you never know where you'll end up. That's the wonder of creating something. And Sharpie will continue to help you bring out what's inside yourself and share it with the world.

The Post-It ® brand:

- Collaboration
- *Creativity*
- *Fun*
- *Colorful*
- *Post-it ® is the brand that brings creativity to office tasks*

Key Takeaways from 3M Shopper Insights

Key Take Aways from Shopper Research:

- Millennials can be engaged with fun and color
- Sharpies are a natural cross selling brand
- Simple, clean, colorful fun presentation will attract shoppers in a sea of unfortunate overabundance of colors and packages and brands.
- Use of floor graphics will help to attract and stop shoppers in front of the display
- Well developed and produced graphics will compliment the intended presentation of the products

Best in class displays at OD



Initial Ideations

Inspiration

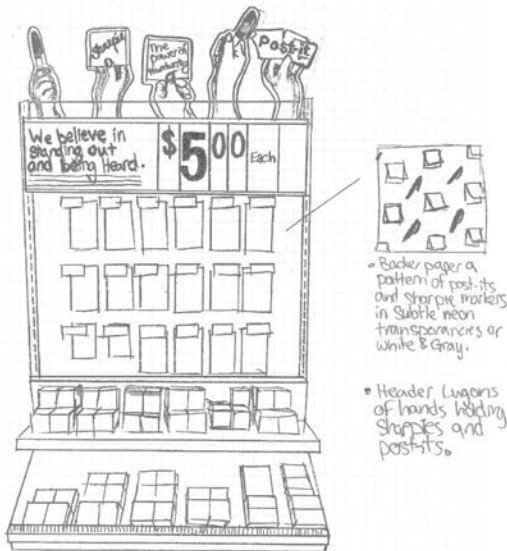


Design Development

WHERE INSIGHTS & MARKETING INTERSECT



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concept # A Date 12/21 Project # 15504

From the pencil of
Rachel Fields

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DATE:
1-2-17

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CF15504

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Design Development

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Design Development

3M - CD08 2017 BTS Post-it & Sharpie Partnership Endcap



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3M - CD08 2017 BTS Post-it & Sharpie Partnership Endcap



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Final

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The Success Results @ OD

sell price \$98.11 each
Quantity produced/number of stores? 1,263
Launch date: BTS – Sets in July



Overall Success

Results included it being extremely well liked by a higher level of executives at OD as well as 3M and Sharpie.

Because 3M was responsible to drive the graphics, Sanford Corporation needed to provide approval and the Sharpie executives were ecstatic over the visual impact and flavor of the display

The program launches in July 2017